

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES: { No. 10 SPRUCE STREET, NEW YORK.
{ No. 138 FLEET STREET, E. C., LONDON.

VOL. VII. NEW YORK, NOVEMBER 2, 1892. No. 18.

TO CANVASSERS.

WANTED—Canvassers to obtain subscriptions and advertisements. Address **PRINTERS' INK, 10 Spruce St., New York.**

ONE DOLLAR, sent now, will advance any subscription to **PRINTERS' INK** from date of expiration to January 1st, 1894. After Dec. 31st the rate of subscription will be advanced to \$2 a year. Every one who wants the paper, every one who likes the paper, every one who sympathises with the little paper in its unequal struggle for existence, can express good will and confidence by sending in a subscription now. Address (inclosing one dollar) **PRINTERS' INK, New York.**

TOLEDO, Ohio, October 24, 1892.

Publisher PRINTERS' INK, New York, N. Y. :

DEAR SIR—Inclosed find \$1.00, for which please enter name of A. H. Steadman, corner Summit and Adams Streets, Toledo, O., for **PRINTERS' INK** from now until January 1st, 1894. I do not deduct any commission on this, as I presume none is allowed, it being a special offer.

Yours truly,

J. C. RICHARDSON.

There is nothing special about the offer. It is open to every one. You are entitled to deduct your commission. It shall be forwarded to you. Every business man ought to be canvassed for a subscription for **PRINTERS' INK**, and its publishers are quite willing to pay the canvasser a fair proportion of the cash result of his work.

Send on all the cash subscriptions you can get and deduct your commission. Address

PRINTERS' INK, 10 Spruce St., New York.

Local Circulation.

The ATLANTIC COAST LISTS are so divided that certain sections of territory can be thoroughly covered at the will of the advertiser.

To reach the people outside of large cities in the New England States use our New England Newspaper Union List of 145 papers. Price, 75 cents per line.

To reach New York, Eastern Pennsylvania, New Jersey and Delaware use the New York Newspaper Union, Union Printing Co. and Philadelphia Newspaper Union Lists—550 papers. Price, \$2.75 per line.

To reach Western Pennsylvania, Ohio and West Virginia use the Pittsburgh Newspaper Union List of 190 papers. Price, 95 cents per line.

To reach Maryland, Southern Pennsylvania and Virginia use the Baltimore Newspaper Union List of 150 papers. Price, 75 cents per line.

To reach North and South Carolina use the Southern Newspaper Union Lists of 65 papers. Price, 30 cents per line.

To reach Georgia, Florida, Alabama, Tennessee, Mississippi and Louisiana use the Atlanta and American Newspaper Union Lists—350 papers. Price, \$1.75 per line.

To cover the entire New England, Middle and Southern States, use the Atlantic Coast Lists of 1450 papers. Price, \$7.00 per line. If 1000 lines are engaged, the price will be \$3.50 per line.

One electrotpe and one order accomplishes it.

Catalogues and estimates sent upon application.

**ATLANTIC COAST LISTS, 134 Leonard St.,
NEW YORK.**

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WIT IN ADVERTISING.

By John S. Grey.

"Above all men," said Dr. Samuel Johnson, "give me that one who has the happy faculty of putting his fellows in good humor."

The doctor was a great judge of mankind in his own time, but it was a much more staid and straight-laced period than ours. Yet from Johnson's day down to the present, that same class of man—the gifted humorist—has always been popular, in America particularly so, for here the perception of wit and the sense of the ridiculous are keener than anywhere else in the world.

As applied to advertising, I believe that judicious humor is a factor toward success. It must not be vulgar nor personally offensive, or, instead of amusing, it will repel. A delicate touch of playful but harmless wit will attract attention, entertain the mind, and cause good-humored comment. If the joke can be turned so as to show the merits of the article advertised, so much the better.

For example: The Cleveland Baking Powder Co. recently exhibited in the street cars this sign:

A man who lets a lady stand
While others push and crowd her,
Should have the best and choicest brand—
Some Cleveland Baking Powder—
To raise him!

The male sex took this good humorably enough—as a matter of fact it did not apply to any *gentleman*, and therefore could not ruffle the feelings of one, but the laughter caused by the verse was considerably increased when another celebrated firm placed the following card in the cars:

The lady who must stand will find
The reason *why* man keeps his seat,
Some other lady left behind—
Beneath him—sticky, soft, and sweet—
Her Adams' Chewing Gum!

Of a totally different class is the subjoined:

"TO WALK A MILE
in 12 minutes is a comparatively easy feat. If you are walking in Cousin's

Shoes, however, it means superlatively easy feet!"

And while on the subject of shoes, here is an attractive election jingle put out by the same firm:

Men of wealth and men of letters
Soon will back their campaign views,
Hats are often paid by debtors,
But a better bet for bettors
Is a pair of Cousin's Shoes!

The Harding Manufacturing Company of Fulton street, Brooklyn, have the following curiously comic alliteration in one of their advertisements:

"Our Underwear will outwear, in wear anywhere, any Underwear bought elsewhere."

The effect of this sentence, when read even at ordinary speed, is very amusing; when read rapidly it is sure to mystify the hearers, although the good sense of the paragraph is perfect.

Adams & Sons Co., of Tutti-Frutti fame, are using two jingles which cause considerable merriment. Here is one of them:

He offered her his heart and hand,
He tendered her his love and duty,
He gave her, among presents grand,
Some Adams' Pepsin Tutti-Frutti—
And that settled it!

The other runs:

The man who takes his girl, with pride,
Around, to show her form and beauty,
Should see the maiden well supplied
With Adams' Pepsin Tutti-Frutti—
Then she'll stick to him!

There is wide latitude in the commercial world for the advertising humorist to get in his fine work, but there are some lines, however, in which attempts at fun are not only misplaced and in bad taste, but are productive of more injury than help to the advertiser.

The introduction of venerable jokes which came over in the Mayflower as illustrated leaders for patent medicine advertisements is not by any means a strict adherence to the proprieties. Cuts with burlesque meanings may properly cause a laugh when in the advertisement of a clothier, furniture dealer, hatter, etc., etc.; but a man

who is writhing in the agonies of rheumatism can't be expected to appreciate the humor of an ad which displays at its head the picture of a many-divisioned window, over the caption :

FILLED WITH PANES !

Nor can the hopeless consumptive see anything uproariously funny in the sketch of the voracious glutton eating everything on the table, and ticketed beneath :

RAPID CONSUMPTION !

Here are examples of extremely bad taste and unquestionably bad policy. The commonest sort of common sense would assure us that sufferers from any kind of disease have tender feelings, and certainly have no desire that their infirmities should be made fun of so that others may laugh. But Dr. Pierce, and others of his class, continue to use this reprehensible form of advertisement, as if the possession of any or all of the ills that flesh is heir to was a good joke and ought to be made amusing any way ! How it can pay them—if it does do so—is a profound mystery to me.

There is a small merchant, with a very ghastly turn of mind, doing business in East New York. In his store window is a coffin with a dummy for a corpse, in full view of passers-by. The lugubrious wit of the store keeper is printed on a card in the window and reads :

" Like the man in the coffin we are dead in it " this season.

After seeing the repulsive advertisement one cannot help wishing that the announcement were literally true. Any man whose ideas of humor are " built that way " ought to open a charnel house as a store and drive to business in a hearse, and yet it is merely *a la* Dr. Pierce.

Legitimate fun in legitimate lines of advertising is not only harmless, but both commendable and effective, yet the line must be drawn somewhere, and common sense knows where to draw it. Should an undertaker hire a brass band to play " Ta-ra-ra-boom-de-ay " in front of his store during the day it would attract attention, no doubt. But it would not benefit his reputation much, nor his character for good taste.

Quite as ridiculous things are done nowadays, however, by serious advertisers who try to be funny. It is time they changed either their business or their tactics.

MR. POWERS WRITES A SPONGE ADVERTISEMENT

In response to "Top O'Collum's" Invitation.

My advertisement tends to keep trade from irresponsible places and put it in responsible places—good for buyer and seller. All trade ought to be good for both buyer and seller. All advertising ought to be ditto. This tends to legitimate business.

J. E. POWERS.

SPONGE.

A self-respecting man owes himself a sponge-bath every morning, of course ; and it pays to use a *sponge*.

One does not pay all the debts he owes ; and, if any debt is particularly sacred, the payment of it ought to be made as pleasant as possible. Hence, sponge.

But there's a good deal to know about sponges before one can pick them up from the street hawkers.

Drop in, and we'll tell you what little we know ; it may be useful.

JOHN SMITH & CO.,
Druggists.

BUNGTON, Texas.

Stranger—I bought two lots out here in Boomtown-by-the-sea. They are on the corner of Twelfth avenue and One hundred and twenty-first street. Can you tell me where they are ?

Resident—Can I ? Why, I was elected Mayor last week ; but you want to come around when the tide goes out to see the beauties of the place.—*Judge*.

VILLAGE PAPERS THAT PAY.

By A. B. Wood.

(Publisher Gering, Neb., Courier.)

The printing trade journals, including our popular second-class PRINTERS' INK—no offense intended—tell us, ad infinitum, how the metropolitan paper may be profitably conducted, and occasionally how the papers of the larger country towns may be managed successfully. But I have yet to see in any of the trade papers any special reference to the conduct of the small village papers, where the duties of the counting-room and the editorial office, the advertising manager and the job manager and of all the other factotums, devolve upon one and the same versatile personage.

The first essential is of course practicality, born of a knowledge of the trade and a reasonable experience in the broad newspaper domain. But unless some push and originality is combined, the little folios in our country towns are simply make-believes, which yield a precarious livelihood to one hardworking printer; and then his wife has half the office work and all her home drudgery to perform.

Perhaps a brief review of my own methods may call forth a beneficial discussion in this line.

Six years ago my paper was established by an over-confident lad, myself, on the broad prairies of Nebraska, sixty miles from a railroad, but in a country as promising as most new settlements. There was no town to support the paper, and nearly all its advertising patronage was drawn from the railroad trading points. This was carefully cultivated, however, and the homesteaders about my location of course did their share by founding the subscription list. Should these comments reach those surrounded by similar or better circumstances, we believe they will be found useful. That a town has since grown up around this nucleus may be a factor, but at any rate the venture has paid much more than space-writing wages from the start.

To begin with, I do not believe it profitable to use a patent, no matter how humble the locality. You can't compete with the great weeklies, and plates are cheaper, if filling is necessary, besides giving you control of your own space.

Always have a price, and never dev-

iate from it, on subscriptions and business space. It is not best to make it too low. If you set a cheap value, your patrons will do the same thing.

Make no absolute agreements to "trade out" accounts. Do it if you can, in meeting your necessities, but have your contracts for cash. Make regular collections; the other business men in your village do it, and why not the publisher?

Educate your advertisers as best you may to use their space, when it is contracted for, properly. The rule is that country merchants let their ads stand from one year's end to the other without change. Besides giving the paper a stale, stereotyped appearance, no result whatever can be perceived that will demonstrate to them the value of their advertising. If you can induce them to frequently advertise special sales, quoting prices, they will soon be convinced that the rural purchaser reads the paper and sees the ad. As soon as the merchant knows this, you do not have to coax him to spend money for advertising. He will insensibly begin to calculate upon that expense the same as rent or clerk hire. If he be rather old-fogyish or does not take kindly to the preparation of ads, it pays the publisher to be something of an advertising expert himself. Volunteer to "fix him up" a change in his ad. Don't be afraid of the work, for it pays. Use your knowledge in writing a good ad, and then have it set up in a modern style with the right sort of display. Perhaps this will bring your patron to a practical understanding of his interest. If he still neglects it, keep on changing his ad every few weeks.

Don't be afraid to spend a few dollars with the type-founder for labor-saving material, and you will find that the use of rules, borders and "jim-cracks" will enable you to display ads so that your paper will have a spicy and attractive appearance. Give your best workmanship to these changes, which will always pay. I have half a dozen advertising patrons who trust me implicitly to manage their advertising, and I do it not only for my own interest, but am also satisfied that the result is an advantage to each.

I have seen several merchants, whose ads were being managed thus, each supposing the others were writing their own matter, get into the liveliest competition, with the natural benefit accruing to the newspaper.

The attractiveness of a paper's appearance being an undoubted factor, be neat in your make-up.

Put no more or no less at the head of a column or around advertising rules than a nonpareil slug; don't use three or four different kinds of dash rules; set your heads all alike, and use them on all items over eight or ten lines; use one size of type alone for reading matter; don't double ads, don't run dead ones; don't use wood type or anything over 72 point; in short, be as uniform as possible.

There is still another thing I believe to be good business policy. The sentimental talk about papers being fearless and independent is all very well applied to the *Morning World* or *Evening Herald*. But if we can imagine the counting-room separated from the editorial room, in the duties of the composite individual who conducts this village paper, let the editorial room take its orders every time from the counting-room. This puts it plain enough for newspaper workers.

As said above, you can't compete with the great weeklies as to general news, therefore confine yourself to local matters, except in your editorial column.

Get the news as completely as possible. If you have no immediate competition, don't fall into neglect of this point. Get as many neighborhood correspondents as possible, even if you have to pay them.

Don't "puff" every one who asks it, yet do a little "puffing" as your judgment dictates, in a manner at which all other readers will not sneer except the recipient. Be patriotic, and write always in the interest of your town. I believe these things, methodically carried out, will make even a cross-roads paper pay.

The *Courier* is only a six-column folio at present, but it has fourteen columns of ads at fixed prices, besides its share of pay locals, legal notices, and a good subscription list. Every one of the twenty odd business firms in Gering are represented in its columns, and I see no good reason why all of our country weeklies should not be in the same condition.

I may have omitted to mention many things pertinent, but if this hasty article shall call forth any new and good ideas, I am not too well satisfied to adopt them to further my own business.

A CROSS-EXAMINATION IN ADVERTISING.

Mr. Nath'l C. Fowler, Jr., who has already written one book on advertising, is preparing another. He is trying to gather opinions from leading advertisers on certain questions now in dispute. One to whom he applied—a patent medicine advertiser—replied to his questions as follows:

Question. Would you rather have an advertisement of given size appear every month in a monthly than to have twice as large an advertisement appear every other month in the same publication? Answer yes or no.

Answer. Yes.

Q. Would you rather have an advertisement of given size appear every week in a weekly than to have twice as large an advertisement appear every other week in the same publication? Answer yes or no.

A. Yes.

Q. Would you rather have an advertisement of given size appear in every issue of a daily than to have twice as large an advertisement appear in every other issue of the same paper? Answer yes or no.

A. Yes.

Q. Generally speaking, about how much more is it worth to have an advertisement next to the reading matter or facing the reading matter in any publication than to have the advertisement occupy running space in the same publication? Answer by giving per centage.

A. Possibly 25 per cent.

Q. What additional per cent is outside cover of a magazine worth over inside space?

A. Possibly 25 per cent.

Q. How often should an advertisement be changed in a magazine?

A. As often as the magazine is issued.

Q. How often should an advertisement be changed in a weekly?

A. Think a series of about six, changed weekly and rotated, a good plan.

Q. How often should an advertisement be changed in a daily?

A. Think a series of about ten, changed daily and rotated, a good plan.

Q. Would you advise the continuous use of cuts?

A. Yes.

Q. Generally speaking, is it advisable to expend \$100 in each of 1,000 publications in preference to expending \$1,000 in each of 100 publications? Answer yes or no.

A. Yes.

Q. How few publications can be used in covering the entire United States?

A. 15,000.

Q. Do you believe in advertising more than one thing at a time in the same advertisement? Answer yes or no.

A. No.

Q. What is the limit of the number of words, generally speaking, allowable in a first-class advertisement, say of about four inches?

A. 200.

Q. Do you consider money expended in advertising, expense or investment, or both?

A. Both.

The Spencerian Steel Pens advertising is suspended until next spring. T. E. Smith attends to the department at 870 Broadway, placing the business direct. Mr. Smith will use weeklies and magazines principally.

The Advertising World.

Readers are invited to send in news items for use in this column.

Most of the 1893 almanacs are printed and ready for distribution, but several of the large advertisers who have used these mediums tell me they will put out no more. So many are given away that the almanac has been rendered practically valueless.

In January next we shall have in the advertising arena a new tooth-wash, put out by H. B. Fould, of 218 Sixth avenue, the proprietor of Dr. Campbell's Arsenic Wafers. Mr. Fould says that he intends to push his dentrifice "in every good medium in this country."

The Madame M. Yale Co. is placing considerable advertising. The firm state that the Western field is already covered. The advertising manager, M. B. Wilson, has been for some time in New York, looking after and placing the Eastern business.

I learn from the Rockwell & Russell Co., of 51 La Salle street, Chicago, that the firm is to handle the Smith's Office Tickler, and "they intend advertising very largely." They say that advertising men "will do well to correspond with the Racine concern, or see them personally."

The Excelsior Publishing Co., 86 Mason street, Milwaukee, Wis., has established a book publishing department in connection with its newspaper publishing, and the new department is being advertised in a list of German papers.

Thos. C. Hamilton has been admitted as partner in the Excelsior Newspaper Advertising Agency, of Philadelphia. Mr. Hamilton has the placing of the Y. P. M. Whiskey advertising.

The C. F. David Advertising Agency has been organized at Portland, Me., for the purpose of carrying on the advertising business with \$50,000 capital stock, of which nothing is paid in.—*Lewiston (Me.) Journal*.

O. L. Moses has become the Eastern advertising agent for the daily and weekly *Register* of Columbia, S. C., and the *South-ern Christian Advocate*.

The advertising of the Luncheon Beef, White Label Soup and Silver Churn Butterine of the Kansas City Armour Packing Co., is generalised by Wm. P. Quentell. The matter put out is excellent and well distributed, and Mr. Quentell is making a gratifying success of this department.

The receipts at the New York Food Show during its first two weeks were very light. The directors saw a deficit before them which they would have to make good. A meeting of the parties interested was called, but nothing resulted, so Mr. Rose, of the Sweet Clover Mills; Mr. Gates, of the Cleveland Baking Powder, and Mr. Collins, of Cotelene, decided to advertise in the local dailies. This was at 4 p. m., and the announcements appeared in the next day's papers in the form of catchy, display ads. In them were recognized the handiwork and ideas of Mr. Rose. The receipts at the Madison Square Garden financially doubled, and a most satisfactory financial result has been achieved.

W. W. Zeisloft is now in full charge of the advertising department of the *American Farm News* of Akron, Ohio.

H-O. is not being advertised so much just now, for the concern is seventeen carloads behind on orders, and new mills are being erected. These will be finished next July, and then Mr. A. E. Rose says a big stir will be made by his advertising. Mr. Rose favors the daily papers most.

The first page of PRINTERS' INK has been sold for one year to the San Francisco *Examiner*, whose occupancy will begin with the issue for November 9. The price paid is \$7,800 for fifty-two issues in 1893, and the remaining eight issues in 1892 are thrown in gratis—for good measure.

Frank S. Gray, the New York representative of the Indianapolis *Sentinel* and Chicago *Globe*, won his suit for salary against the *Mail and Express*, the amount being \$18,000.

Mr. Jennings Demorest is putting out some advertising of the *Demorest Family Magazine*.

P. C. Magnus now has charge of the Crown Perfumery Co's American Branch at 96 Fulton street. Mr. Magnus manages the advertising department in addition to the rest.

Tom Evans now has the New York end of the Philadelphia *North American*.

At the New York depot of Hostetter's Bitters they say all the advertising is done from Pittsburgh.

Scott & Bowne, last year, paid J. E. Powers, the advertisement writer, \$20,000 for his services in the preparation of ads for Scott's Emulsion. They are reported to have said that this was one of the best advertising investments they ever made.

F. M. Lupton is placing some 82 line novelty ads with the weeklies.

No more advertising for Brown's shoe dressing will be done until next year. The appropriation is made then, and B. J. Salomon, of Salomon & Phillips, 33 Spruce street, places the business.

The National Cash Register Co., of Dayton, O., has a printing office of its own, where the advertisements are set up under the supervision of E. D. Gibbs, the advertising manager. The business is placed by N. W. Ayer & Son.

A. T. Sanden, of the electric belt firm, The A. T. Sanden Co., 817 Broadway, has just returned to town. Mr. Sanden tells me that his advertising is to be resumed, and will be placed in the dailies all over the country, excepting the South. Most of his business will be placed by Nelson Chesman & Co., of St. Louis, while he will attend to a part of it himself.

Charles Fahr, the advertising manager for Sohmer & Co., says that the firm will advertise the Sohmer pianos steadily throughout the winter. All kinds of mediums are used in turn, and the business goes out summer and winter.

The St. Louis *Globe-Democrat* has opened a branch office in the Tribune Building, under the management of F. St. J. Richards.

G. A. SYKES.

Bangor.....Commercial...P. Lukens, Jr
 ".....Journal...P. Lukens, Jr
 Portland.....Express...S. S. Vreeland

MARYLAND.

Baltimore.....American...J. A. Oudin
 ".....Herald.....S. C. Beckwith
 ".....News.....S. C. Beckwith

MASSACHUSETTS.

Boston.....Journal.....S. S. Vreeland
 ".....News.....S. C. Beckwith
 ".....Post.....A. F. Richard-
 son

Lynn.....Item.....P. Lukens, Jr
 Springfield.....Republican...Henry Bright

MICHIGAN.

Detroit.....Critic.....Frank S. Gray
 ".....Free Press...J. J. Flynn
 ".....Journal.....Max H. Fischer
 ".....News.....C. J. Billson
 ".....Sun.....G. M. Brennan
 ".....Tribune.....M. C. Reefer
 Grand Rapids.....Herald.....N. M. Sheffield

MINNESOTA.

Duluth.....Tribune.....P. Lukens, Jr
 Minneapolis.....Journal.....R. A. Craig
 ".....Times.....S. C. Beckwith
 St. Paul.....Dispatch.....Max H. Fischer
 ".....Globe.....J. F. Stewart
 ".....News.....S. C. Beckwith
 ".....N'western News-
 paper Union...A. F. Richard-
 son
 ".....Pioneer Press..A. F. Richard-
 son

MISSOURI.

Kansas City.....Journal...W. W. Damon
 ".....Live Stock In-
 dicator.....J. C. Bush
 ".....Star.....Geo. E. Randall
 ".....Times.....S. C. Beckwith
 St. Louis.....Chronicle...E. T. Perry
 ".....Colman's Rural
 World.....J. C. Bush
 ".....Post-Dispatch..Max H. Fischer
 ".....Republic.....W. G. Brooke

MONTANA.

Helena.....Journal.....Frank S. Gray
 ".....Montana Min-
 ing Journal..Frank S. Gray
 ".....Mont. Farming
 & Stock Jour..Frank S. Gray

NEBRASKA.

Omaha.....Bee.....A. F. Richard-
 son
 ".....World-Herald..R. A. Craig
 ".....Western News-
 paper Union..W. H. Reming-
 ton
 Lincoln.....Neb. Farmer..Thos. H. Child

NEW HAMPSHIRE.

Concord.....Monitor.....P. Lukens, Jr.
 Manchester.....Union.....P. Lukens, Jr.

NEW YORK.

Albany.....Express.....S. S. Vreeland
 ".....Times-Union..G. M. Brennan
 ".....Telegram.....A. F. Richard-
 son
 Binghamton.....Leader.....S. S. Vreeland
 ".....Republican..R. A. Craig
 Buffalo.....Courier.....Henry Bright
 ".....Commercial..Max H. Fischer
 ".....Express.....N. M. Sheffield
 ".....News.....T. B. Eiker

Buffalo.....Times.....Henry Bright
 ".....Tidings.....P. T. Barry
 Elmira.....Telegram.....A. F. Richard-
 son

Rochester.....Democrat and
 Chronicle.....A. F. Richard-
 son

".....Herald.....N. M. Sheffield
 ".....Post-Express..S. C. Beckwith
 ".....Times.....G. P. Thompson
 ".....Union and Ad-
 vertiser.....Max H. Fischer
 ".....Vick's Magazine..H. P. Hubbard
 Rome.....Sentinel.....Henry Bright
 Syracuse.....Herald.....N. M. Sheffield
 Utica.....Globe.....A. F. Richard-
 son

".....Observer.....N. M. Sheffield

OHIO.

Akron.....American
 Farm News..Thos. H. Child
 Cincinnati.....Com. Gazette..J. E. Van Doren
 ".....Enquirer.....L. H. Crall
 ".....Post.....E. T. Perry
 ".....Times-Star...L. H. Crall
 Cleveland.....Leader.....L. H. Crall
 ".....Press.....C. J. Billson
 ".....World.....S. C. Beckwith
 Columbus.....Dispatch.....S. S. Vreeland
 ".....Journal.....N. M. Sheffield
 ".....Press-Post.....R. A. Craig
 ".....Rural Call.....R. A. Craig
 Dayton.....Farmer's Home..Thos. H. Child
 Springfield.....Amer. Farmer..J. C. Bush
 Youngstown.....Telegram.....S. S. Vreeland

OREGON.

Portland.....Oregonian.....S. C. Beckwith
 ".....Telegram.....S. C. Beckwith

PENNSYLVANIA.

Harrisburg.....Star-
 Independent..S. S. Vreeland
 ".....Telegram.....A. F. Richard-
 son
 Philadelphia.....Call.....S. S. Vreeland
 ".....Golden Days..R. A. Craig
 ".....Inquirer.....R. A. Craig
 ".....Item.....S. C. Beckwith
 ".....Ladies' Home
 Journal.....W. S. Niles
 ".....Saturd'y Night..R. A. Craig
 Pittsburgh.....Chronicle-
 Telegraph..C. J. Billson
 ".....Com. Gazette..J. E. Van Doren
 ".....Dispatch.....J. F. Stewart
 ".....Post.....N. M. Sheffield
 ".....Press.....S. C. Beckwith
 ".....Stockman and
 Farmer.....J. C. Bush
 ".....Times.....S. S. Vreeland
 Scranton.....Republican..N. M. Sheffield
 Williamsport.....Grit.....A. F. Richard-
 son

RHODE ISLAND.

Providence.....Bulletin.....Henry Bright
 ".....Journal.....Henry Bright
 ".....Telegram.....S. S. Vreeland

TENNESSEE.

Chattanooga.....Times.....J. E. Van Doren
 ".....News.....S. C. Beckwith
 Knoxville.....Journal.....J. E. Van Doren
 Memphis.....Appeal-
 Avalance.....S. C. Beckwith
 ".....Commercial..J. E. Van Doren
 ".....Scimitar.....R. A. Craig
 Nashville.....American.....J. E. Van Doren
 ".....Banner.....G. M. Brennan

TEXAS.
Austin.....Statesman.....S. C. Beckwith
Dallas.....Baptist-Herald.....J. C. Bush
".....News.....J. D. Lorentz
".....Times-Herald.....S. C. Beckwith
Fort Worth.....Gazette.....S. C. Beckwith
Galveston.....News.....J. D. Lorentz
Houston.....Post.....S. C. Beckwith
San Antonio.....Express.....S. C. Beckwith
Waco.....Day.....S. C. Beckwith

UTAH.
Salt Lake.....Tribune.....S. C. Beckwith

VERMONT.
Burlington....Free Press....Perry Lukens, Jr

VIRGINIA.
Norfolk.....Virginian.....G. M. Brennan
Richmond.....Dispatch.....J. E. Van Doren

WASHINGTON.
Seattle.....Post-Intelli'gr.....A. F. Richard-
son
".....Telegraph.....S. C. Beckwith
Spokane.....Review.....S. C. Beckwith

WISCONSIN.
Milwaukee....News.....Perry Lukens, Jr
".....Sentinel.....S. C. Williams
".....Wisconsin.....C. H. Eddy
".....Venowine's
News.....P. T. Barry
Racine.....Wisconsin
Agriculturist.....Thos. H. Child
Superior.....Telegram.....Perry Lukens, Jr

The present addresses of the agents mentioned above are as follows :

Andrews, Byron	World Building.
Barry, P. T.	10 Spruce Street.
Batten, Geo.	Potter Building.
Beckwith, S. C.	Tribune Building.
Billson, C. J.	Tribune Building.
Brennan, G. M.	Times Building.
Bright, Henry	Tribune Building.
Brooke, W. G.	Times Building.
Bush, J. C.	Times Building.
Carleton, W. J.	10 Spruce Street.
Child, T. H.	Times Building.
Craig, R. A.	Times Building.
Crall, L. H.	Times Building.
Damon, W. W.	Tribune Building.
Eddy, C. H.	10 Spruce Street.
Eiker, T. B.	Tribune Building.
Evans, T. H.	Times Building.
Fischer, Max H.	World Building.
Flynn, J. J.	23 Park Row.
Gray, Frank S.	Tribune Building.
Hallock, W. W.	Tribune Building.
Hammersly, L. R.	Potter Building.
Hargrave, W. H. J.	Tribune Building.
Hubbard, H. P.	Times Building.
Katz, E.	World Building.
Lorentz, J. D.	Tribune Building.
Lukens, Jr., Perry	Tribune Building.
Misch, F. K.	Potter Building.
Montgomery, H. W.	Times Building.
Niles, W. S.	Potter Building.
Oudin, J. A.	World Building.
Perkins, W. T.	23 Park Row.
Perry, E. T.	Tribune Building.
Randall, G. E.	Tribune Building.
Reefer, M. C.	Tribune Building.
Remington, W. H.	Tribune Building.
Richardson, A. F.	Tribune Building.
Sheffield, N. M.	Tribune Building.
Siegfried, A. H.	Tribune Building.
Somerville, R. V.	Times Building.
Stewart, J. F.	Tribune Building.

Thompson, G. P.
Van Doren, J. E.
Vreeland, S. S.
Williams, I. C.

25 Broad Street,
Tribune Building.
150 Nassau Street,
Tribune Building.

HE HAS TWO ALTERNATIVES.

THE POST,
"The People's Paper."
Fearless and Aggressive.
Six-Column Quarto.
Established 1884.
Published Wednesdays.
Republican in Politics.
Official Paper of County.
Ellicottville, 2,000 Pop.
Cattaraugus Co., 55,000 Pop.

ELLICOTTVILLE, N. Y., Sept. 7, 1892.

Geo. P. Rowell & Co. :

In your new Directory prospectus you state that circulation reports "should cover the period of one year" in order to obtain the Arabic figures. Last year a report covering three months only was required, and we were not aware, until receiving your new prospectus, that any change was contemplated. The *Post* is keeping this three months' record, but has no means of ascertaining the exact, or even approximate, number of copies issued each and every week during the year. And as there has been a gradual and healthy, but large, increase in our circulation during the past year, a circulation rating based on the smallest issue would be manifestly unfair to us, while a letter and star rating would be far from satisfactory.

Doubtless there are many publishers who are in the same boat, and who are, in good faith, keeping a three months' record, expecting to get an Arabic figure rating thereby, the same as last year.

Will you please state, through that valuable little journal, PRINTERS' INK, what you propose doing with us, and oblige, yours truly,

THE POST.

If the publisher of the *Post* cannot make a yearly statement and will not tell what has been the smallest edition issued, there still remain two alternatives. He can put an advertisement in the Directory, in which he can state, in terms either vague or positive, that his circulation is enormous; or he can wait until the book is issued and then induce the various news associations to telegraph broadcast over the country that he has sued the publishers of the Directory for \$50,000 damages for underestimating his circulation. Some shrewd publishers get a good deal of free advertising in this way every year. Occasionally an enterprising newspaper man avails himself of both plans.

Jokemaker—Harpers ought to engage Slowboy to edit the "Drawer."

Grinder—Why?

Jokemaker—He won't take a joke.—*The Club*.

Landlady—That new boarder says he is a journalist, but I don't believe him.

Jones—Why?

Landlady—He offered to pay in advance.—*The Club*.

MAX O'RELL ON ADVERTISING.

The following is taken from Max O'Rell's second book on this country: "A Frenchman in America." The chapter is dated at Buffalo, N. Y., and was written while on a lecturing tour. His earlier book, "Jonathan and His Continent," also contained numerous references to the press and kindred subjects.

When you intend to give a lecture anywhere, and you wish it to be a success, it is a mistake to make a mystery of it.

On arriving here this morning, I found that my coming had been kept perfectly secret.

Perhaps my impresario wishes the audience to be very select, and has sent only private circulars to the intelligent, well-to-do inhabitants of the place—or, I said to myself, perhaps the house is all sold, and he has no need of any further advertisements.

I should very much like to know.

Sometimes, however, it is a mistake to advertise to lecture too widely. You run the risk of getting the wrong people.

A few years ago, in Dundee, a little corner gallery, placed at the end of the hall where I was to speak, was thrown open to the public at sixpence. I warned the manager that I was no attraction for the sixpenny public; but he insisted on having his own way.

The hall was well filled, but not the little gallery, where I counted about a dozen people. Two of these, however, did not remain long, and, after the lecture, I was told they had gone to the box-office and asked to have their money returned to them. "Why," they said, "it's a d— swindle; it's only a man talking."

The man at the box-office was a Scotchman, and it will easily be understood that the two sixpences remained in the hands of the management.

I can well remember how startled I was, three years ago, on arriving in an American town, where I was to lecture, to see the walls covered with placards announcing my lecture thus: "He is coming. Ah! ha!" And after I had arrived new placards were stuck over the old ones: "He has arrived. Ah! ha!"

In another American town I was advertised as "the best paying platform celebrity in the world." In another, in the following way: "If you would grow fat and happy, go and hear Max O'Rell to-night."

One of my Chicago lectures was advertised thus: "Laughter is restful. If you desire to feel as though you had a vacation for a week, do not fail to attend this lecture."

I was once fortunate enough to deal with a local manager who, before sending it to the newspapers, submitted to my approbation the following advertisement, of which he was very proud. I don't know whether it was his own literary production, or whether he had borrowed it of a showman friend. Here it is:

TWO HOURS OF

UNALLOYED FUN AND HAPPINESS

Will put two inches of solid fat even upon the ribs of the most cadaverous old miser. Everybody shouts peals of laughter as the rays of fun are emitted from this famous sun of Merrymakers.

I threatened to refuse to appear if the advertisement was inserted in the papers. This manager later gave his opinion that, as a lecturer, I was good; but that as a man I was a little "stuck up."

When you arrive in an American town to lecture you find the place flooded with your pictures, huge lithographs stuck on the walls, in the shop windows, in your very hotel entrance hall. Your own face stares at you everywhere, you are recognized by everybody. You have to put up with it. If you love privacy, peace and quiet, don't go to America on a lecturing tour. That is what your impresario will tell you.

OH YES!

THE MEMPHIS COMMERCIAL,
MEMPHIS, Tenn., Oct. 21, 1892.

PRINTERS' INK, 10 Spruce St., New York City:
GENTLEMEN—You are making a special offer for next year of one page, once a month, for \$1,200. If we should take this space, could you allow us to begin our contract at once?

Very truly yours,

THE COMMERCIAL PUBLISHING CO.,
W. G. HOLMES, Bus. Mgr.

NEW YORK, Oct. 24, 1892.

Publisher of Commercial, Memphis, Tenn.:

DEAR SIR—Replying to yours of October 21: In regard to the special offer for advertising, you can not only commence your contract at once, if you wish, but by doing so you secure a free insertion in November and another in December, thus making the advertising run through the year 1893, and securing fourteen issues for the price of twelve.

Very respectfully,

GEO. P. ROWELL & Co., publishers.

WANTS.

Advertisements under this head, 6 lines (36 words) or less, one time, \$1.00.

IF you wish to increase your trade by a novel and inexpensive method, call on or write to **CRANE & ALLING, 136 Liberty St., N. Y.,** for particulars.

WANTED—Newspaper man seeking opportunity to buy paying local paper at great bargain to write for particulars to **ADVANCE, Springfield, Minn.**

WANTED—A cash purchaser for a complete city job printing office, paying 50 per cent on investment. Business can be doubled. Price, \$8,000. Address "M. V.," care Printers' Ink.

IDEAL MASTERPIECES—An Elegant Fall Advertising Sheet. Suitable for any business. Send six cents for sample copy. **GRIFFITH, AXTELL & CADY CO., Embossers, Holyoke, Mass**

WANTED—To sell, a well established weekly paper, in a live, growing town of 1,400 inhabitants. Price, \$900; $\frac{1}{2}$ cash, balance paid in two years. Address **C. R. F. BERRY, Cincinnati, Ohio.**

WANTED—Adv'ts to write for reliable firms. Clear, bright, spicy. A trial order will show you what I can do. I have several new designs for advertising novelties and calendars. **F. O. JONES, Canasota, N. Y.**

WANTED TO SELL—100 shares stock in an incorporated printing company. Own a newspaper. Paid 27 per cent in '91. Controlling interest sold. Ill health cause. **H. A. MURRELL, Hickory, N. C.**

WANT ADVERTISEMENTS IN PRINTERS' INK under this head, six lines (thirty-six words) or less, will be inserted one time for one dollar. For additional space, or continued insertions, the rate is 75 cents a line each issue.

WANTED—Writing or editorial work on a weekly paper by daily newspaper man who has time for outside work and who knows from experience the kind of reading matter preferred in country homes. "B," Printers' Ink.

WANTED—A new or second-hand press to do circular and poster work, to be run either by steam or water motor. Also want first-class paper cutter. Give price and full particulars. **JOHN R. DICKEY DRUG CO., Bristol, Tenn.**

WANTED—Merchants and manufacturers to advertise in the **EASTERN WORLD, Tokyo, Japan,** the only foreign paper that goes to dealers in the interior. Address Editor or Louis Gibbins, 35 Wall St., care Slosson & Berdan.

WHAT IS DUPLICATING?—I write (pen or typewriter) one letter, circular, wrapper, &c., and produce every minute twenty exact copies. Not aware how it's done. Best always. Address **C. BENSINGER CO., 3 Dey St., New York.**

MR. ALLAN DOUGLAS BRODIE, "The Prince of Canadian Short Story Writers," is prepared to write serials and short stories, sketches, &c., and wishes to correspond with some reputable American daily. 180 Robert St., Toronto, Canada.

WANTED—Chance to sell a weekly newspaper in a thriving Vermont town; good reason for selling. Subscription and advertising patronage excellent; \$2,000 down; easy terms on balance. Write for particulars, addressing "VT.," care Printers' Ink.

WANTED—An enterprising Republican, as partner in one of the best country daily and weekly papers in Ohio. Large job business. Official county paper in city of 7,000. County seat. $\frac{1}{2}$ interest, \$4,800. $\frac{1}{2}$ cash. Address "W.," care Printers' Ink.

MY advertisements catch the eye and appeal to the reason. They're convincing. Series of ten for \$2.50. Cash with order. Send papers with old ads and other printed matter. Will please you or return money. **CHARLES A. BATES, Indianapolis.**

WANTED—Patent medicine manufacturers and others seeking the trade of the consumer, to buy our new Directory of the City of **La Fayette and Tippecanoe County.** Full and complete. Price, \$3.00. **DIRECTORY PUBLISHING CO., La Fayette, Ind.**

WANTED—Circulars to print and mail (or distribute) to reliable Canadian addresses. Extraordinary facilities. Positive proof of mailing furnished every customer. Estimates on application. **STAR CARD WORKS, P. O. Box 55, Woodstock, Ontario, Canada.**

WANTED TO SELL—The only daily paper published in Tonawanda, called **THE DAILY NEWS,** established 12 years ago; a good field for a live newspaper man. The best of reasons for selling. Address **JOHN T. HEPWORTH, publisher, No. Tonawanda, N. Y.**

MORE THAN A CENTURY. We can supply almost any document the U. S. Government has published since 1776. Nobody else can! We keep an expert just to answer questions about them. Don't forget this. **W. H. LOWDERMILK & CO., Washington, D. C.**

FOREMANSHIP of composing room wanted by thorough newspaper man and AI printer, with years of experience and "Gilt Edged" references. Economical manager. Saving of 10 to 25 per cent guaranteed without reducing scale. **FOREMAN, Printers' Ink.**

YOUR WIFE, your lady customers, should use the "Harold" (electro, gold wire) Hair Curler. No heat. New invention. 300,000 sold in 4 months. Sample set complete by mail, 25c. We want retailers everywhere to sell them. **HAROLD MFG CO., Worcester, Mass.**

"MAGIC FIRE," or the Spelling Spark, is an interesting chemical experiment which affords entertainment to young and old; hence an excellent advertising novelty. Send two two-cent stamps for samples and price list to **S. C. PATTERSON, 177 Broadway, N. Y. City.**

WANTED—Orders for printing of newspapers. We set type, furnish paper, print, fold and mail. Have always in type stories, departments and miscellany for use in padding out. Modern presses, good work; lowest prices. **NION PRINTING CO., 15 Vandewater St., N. Y. City.**

WANTED—A wide-awake man to take charge of circulation department of an evening paper in Maine. Must be one who has had experience in pushing circulation, locally and out of town. State experience and salary wanted. Address "**MAINE DAILY,**" care Printers' Ink.

A YOUNG and thoroughly competent newspaper man can get either editorial or business management of a leading and growing daily in one of the most active cities of the East, and an interest in the paper at a fair price. Paper is on paying basis. Address "**AJAX,**" care of Printers' Ink.

WANTED TO SELL—Only paper in growing Western town of 600 population. Independent Republican. Established two years. First year's business, \$1,275; second year's to date, \$1,363. Outfit cost \$1,027. Will sell for \$1,000. \$500 down. Poor health reason. Address "H.," care Printers' Ink.

THE SOUTH—Its advertising fields are white unto harvest. But there are deserts where nothing grows. To get the figs and avoid the thistles, you'll need a guide. We're here; been here a lifetime. We're guiders. Where to go we know; others guess. **SOUTHERN STATES ADVERTISING BUREAU, Nashville, Tenn.**

ADVERTISING Manager with a record for big business. Favorably known by all advertisers and advertising agents. Will contract for a term of years with a publication having a good circulation, on a salary or commission basis. Am a circulation boomer also. Don't all speak at once. **H. HUSTLER, care of Printers' Ink.**

WANTED—Editor as partner in an old and well-established daily and weekly Democratic newspaper in a Western city of 23,000. Have city and county printing. Splendid job office, with good patronage. Party desiring to buy must furnish first-class reference and have \$6,000 cash. Address "O.," care Printers' Ink.

WANTED—Advertising solicitor and manager to represent in New York City and Eastern States two prosperous class journals published in the West. Terms liberal. Commission basis. Party now handling class or trade paper preferred. Applicants would please state experience, references, &c. Address Box 154, Milwaukee, Wis.

\$5,000 A YEAR—A leading advertising and general manager, now in \$5,000 a year position, will change location Dec. 1, climate not agreeing with wife's health. Correspondence with manufacturer, corporation, railroad, newspaper or store, wanting phenomenal advertising, invited. Address "NERVE," care Printers' Ink, New York.

WANTED—An all-around country printer, able to take charge of office and do all kinds of job and newspaper work. Must be neat and fast with work, and careful with presses and materials. Write, giving references, experience, wages wanted, and state how soon you can come. Only those looking for permanent situation need answer. **LUKE McHENRY**, Chittenango, N. Y.

WANTED—Fifty thousand people interested in literary work to purchase books, "INFORMATION FOR AUTHORS" and "PERIODICALS THAT PAY CONTRIBUTORS," at one dollar each. Last named book contains complete list of papers and magazines paying for accepted articles. Circulars, newspaper comments, free. Address **ELEANOR KIRK**, 698 Greene Avenue, Brooklyn, N. Y.

BILL POSTING & DISTRIBUTING.

Under this head, 2 lines (12 words) will be inserted 3 times for \$1.00.

ALL kinds of adv. matter distributed. **L. A. HANSEN**, Battle Creek, Mich.

BILLS distributed, \$2 per M. Posted, \$4 per M. Reference. **J. A. STEPHENS**, Box 235, Topeka, Kan.

FOR the purpose of inviting announcements of the addresses of local bill posters and distributors, two lines (12 words) or less will be inserted three times under this heading for one dollar, or three months for five dollars. Cash with the order. More space 75 cents a line each issue.

ADVERTISING NOVELTIES.

Advertisements under this head, 6 lines (36 words or less), one time \$1.00.

B. G. STAUFFER, of Bachmanville, Dauphin Co., Pa., has invented two new and fast-selling novelties. Just the thing for publishers to offer for premiums. Don't fail to write for circulars and terms.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 6 lines, 36 words or less, will be inserted under this head once for one dollar. Cash with order. More space or continued insertions 75 cents a line each issue.

ADDRESSES AND ADDRESSING.

Advertisements under this head, 6 lines (36 words or less), one time \$1.00.

ADDRESSING, Folding, Wrapping and Mailing, rapidly, accurately and neatly done. Trade lists a specialty. Reliable work. Write us for estimates. **CRANE & ALLING**, 136 Liberty St., New York..

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 6 lines, 36 words or less, under this head once for one dollar. Cash with order. More space or continued insertions 75 cents a line each issue.

FOR SALE.

Advertisements under this head 75 cents a line.

PREMIUMS FOR NEWSPAPERS. **EMPIRE CO.**, 146 Worth St., New York.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 35c. **AM. ILLUS. CO.**, Newark, N. J.

FOR SALE—Three horse-power Otto Gas Engine, in good working order. Cheap for cash. **MERRELL & SOULE**, Syracuse, N. Y.

\$6000—HALF CASH, takes the only Democratic paper (daily and weekly) in the finest town in New York State. Address "QUICK," Printers' Ink.

4-CYLINDER HOE PRESS. 2 folders. Very cheap. **MORNING NEWS CO.**, New Haven, Ct.

FOR SALE—A copy of the American Newspaper Directory for 1902. Price five dollars. Sent carriage paid. Address **GEO. F. ROWELL & CO.**, Publishers, 10 Spruce St., New York.

100,000 Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit 4 cts on each returned "dead." Try 1,000. **AGENT'S HERALD**, Phila., Pa.

A COMPLETE new job office outfit, which has never been used—including 8x12 job press—cost \$346.64, will be sold for \$200.00 spot cash. For details address "JOB OFFICE," P. O. Drawer 1992, Philadelphia, Pa.

FOR SALE—Our services in publishing for you an illustrated paper that shall creditably and successfully represent you to your trade and assist you in selling your goods. Address **PICTORIAL WEEKLIES CO.**, 28 West 23d Street, New York.

FOR SALE—Country newspaper (steam plant) and job office in Southern California. Has a contracted advertising patronage and a good run of job work. Will be sold at a bargain if taken at once. Address **NEWSPAPER PLANT**, 13, 134 So. Spring St., Los Angeles, Cal.

FOR SALE—Canadian weekly—Independent and Agricultural. Established 6 years. 4,000 paid-up subscribers. Will take greater part of price in advertising in same paper. Reason for selling—more important business, requiring owner's whole attention. Address "AGRICULTURE," Printers' Ink.

FOR SALE—THE WEEKLY EXAMINER. Established in 1804. A Republican journal, published in Frederick City, Md. The county of Frederick is one of the richest in the U. S., and is Republican, although now partly under Democratic rule. The Examiner belongs to the estate of the late Rev. Dr. Geo. Diehl. Must be sold. Price, \$5,000. Terms, cash. Address **EXAMINER**.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 75c. a line.

GRIT

VAN RIBBER'S.

SPOKANE SPOKESMAN.

LEVEY'S INKS are the best. New York.

JOHN T. MULLINS' MAILING AGENCY, Faulkland, Del. \$2 per 1,000.

BUFFALO TIMES proves over \$3,000 circulation. It will pay you.

AGENTS GUIDE, New York. The leading agents' paper. Send for copy.

BOSTON HOTEL GUIDE is the only hotel paper in New England. Think it over.

\$3.50 BUYS 1 INCH. 50,000 copies **PROVEN.** **WOMAN'S WORK**, Athens, Ga.

"**PUT IT IN THE POST.**" South Bend Ind. Only morning paper in Northwest end.

MEDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world.

DEWEY'S Canada List (50 papers); adv. rates 30c. line. **D. R. DEWEY**, Hamilton, Can.

DAILY SENTINEL, Winston-Salem (pop. 30,000), N. C. Increase in circulation, two months, 37%.

THE COUNTRY YOUTH, Milwaukee, Wis. 5,000 readers. Reaches farmer boys. 5 cents a line.

\$1.50 For 5 lines 25 days, 6 days, 50 cts. **ENTERPRISE**, Brockton, Mass. Circ. 7,300.

ADVERTISERS' GUIDE. Mailed on receipt of stamp. **STANLEY DAY**, New Market, N. J.

SUPERIOR Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

IT IS BIGGER—THE TERRE HAUTE EXPRESS—than any paper in Indiana outside Indianapolis.

KANSAS is thoroughly covered by THE KANSAS WEEKLY CAPITAL, Topeka, Kan., the leading farm and family newspaper of the State.

OUR RATES are so low (10c) we can't buy a page ad. We prove 20,000 circ'n. Sample free. ILLUSTRATED WEEKLY, Topeka, Kansas.

THE PEOPLE'S ILLUSTRATED JOURNAL (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'n homes. Adv'tise!

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to U S. ADDRESS CO., L. Box 1467, Bradford, McKean Co., Pa.

2000 CASH order, novelty names, received since June, 1892, all new and neatly printed. Price, \$1.00. WORLD PUB. CO., Passumpsic, Vt.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

RETAIL MERCHANTS can publish illustrated monthly paper at slight cost. Send business card for sample. TIMELY TOPICS, Boston, Mass.

THE OHIO STATE JOURNAL goes to the homes of the best people in central Ohio. Daily, 12,500; Weekly, 24,000; Sunday, 17,000. Nearly all the leading general advertisers use its columns regularly.

140,000 NAMES from money letters received in answer to advertisements in the best mediums in the country. Arranged by towns and States in 65 large volumes. To responsible parties very low prices will be given. For particulars, address F. TRIFET, 406 Wash. St., Boston, Mass.

TURN TEXAS LOOSE. George Clark, the gubernatorial candidate nominated by the advocates of pure Democracy, will be elected. This will result in capitalists from all quarters investing their money in manufacturing and other industries. Those advertising in THE GALVESTON NEWS and THE DALLAS NEWS will be largely benefited as a consequence.

Chicago Daily Globe.

HARRY WILKINSON, EDITOR AND PUBLISHER.

CHICAGO, Oct. 19, 1892.

PRINTERS' INK, New York City.

Gentlemen: I desire to certify to the advertising qualities of PRINTERS' INK. In your last issue you mentioned that the Chicago *Daily Globe* would be sent until further notice for \$1.00 per year. We have had over five hundred orders and inquiries from that small paragraph, which was printed in the editorial notes. The requests came from the widest possible range of territory, and from every possible field of business.

Yours very truly,

Harry Wilkinson

NOT A GOOD IDEA.

BOSTON, Mass., Oct. 22, 1892.

Editor of PRINTERS' INK:

I notice that you have added lately several new departments to your inimitable little paper.

There is an idea which I have had in mind for some time which I would like to suggest. I think it is in line with what PRINTERS' INK intends to furnish, that is, information of service or of interest to advertisers.

I would suggest that you print each week a list of all papers that have been started during the week, also a list of those that have become defunct; a sort of *births and deaths* column as it were.

Trusting you will pardon the liberty I take in advancing this idea, I remain,
AMOS W. RIDEOUT.

Newly-born newspapers too often have the seeds of death well sprouted when they make their appearance, and old ones that ought to die, or are thought to have died, have a habit of springing up into new life and surprising the neighbors with their vigor and sprightliness. Besides, hardly any persons care for such information.

A WISE AND GENEROUS PUBLISHER.

The *World* has subscribed for twenty-five copies of PRINTERS' INK, a paper for advertisers, and we have ordered the same to be sent to the advertisers of this paper. The subscription price of this paper is \$1 per year and it is invaluable to business men. The *World* has been liberally patronized and it is going to show its appreciation by sending the PRINTERS' INK to those who desire it.—*Lawrence (Kan.) World, Oct. 29, 1892.*

The *World* was wise to make its arrangement early. After the new year it will cost fifty dollars to supply twenty-five subscribers with paid up yearly subscription receipts.

HANDSOME NEWSPAPER OFFICES.

From the *Journalist*.

The handsomest newspaper offices in town are not those of New York city dailies, strange to relate, but those of correspondents and business representatives of the great journals of other cities. Most of them are marvels of taste and elegance, but one recently fitted up in the World Building outmarvels them all. For luxurious furnishings and tasteful arrangement it has no counterpart even among the private dens of Wall street millionaires, and as for the other newspaper offices, they simply are not in it. The office is that of the San Francisco *Examiner*, and it is the corner one on the tenth floor of the World Building. It commands a view extending from City Hall Park to the Orange Mountains. In decorating and furnishing the room \$5,000 has been expended. A tall wainscoting of California red wood, brought from the coast for the purpose, conceals the walls. At the openings in front of the window recesses, heavy, deep red draperies hang. The ceiling is tinted to match the wood, and a rich Bigelow carpet in deep-toned reds and browns covers the floor. In the center of the room is a massive mahogany table. The desks and chairs are also of ma-

hogany. Soft-cushioned divans fill in the window recesses, and, while the room is luxurious, it contains newspaper files with mahogany casings, and all appurtenances of a business office. The New York representative of the *Examiner*, is "at home" among these elegant surroundings to either social or business callers.

The Robinson-Baker Advertising Bureau have collected their advertisements which have appeared in PRINTERS' INK in pamphlet form under the title of "Woven, Spun and Hammered."

L'ART DE LA MODE proves an average sale of over 30,000 copies. 51 Tribune Bldg, N. Y.

4000 NEW AGENTS' NAMES Sent for \$5 etc. P. O. Box 3046, Boston.

2000 New Agents' Names for 25c. Western Mailing Agency, St. Louis, Mo.

PIANOS, ORGANS, in exchange for space. Dan'l F. Beatty, Wash'gton, N. J.

PATENTS W. T. FITZGERALD, Washington, D. C. 44-page Book FREE.

WOOD CUTS AND PROCESS PLATES SEND FIVE CENT STAMP FOR CATALOGUE. 

12 For a Nickel STEEL PENS SPENCERIAN, 510 B'way, N. Y.

Do You Want Agents? I have sent to 64,329 post-offices for the names of Agents for my own use. Send for particulars. E. J. SMEAD, Vineland, N. J.

PUBLIC OPINION Always pays Advertisers. Washington. New York.

THE EVENING JOURNAL, JERSEY CITY, N. J. Circulation, 15,500. Advertisers say it pays.

NEW CUTS for advertisers; all lines of trade; best and cheapest services. Absolute satisfaction guaranteed; genuine "trade increasers." CHAS. W. HARPER, Columbus, O.

GERMANIA Magazine for the study of the German lang. and lit. For sample copies, rates of advertising, etc., address GERMANIA, Manchester, N. H.

Kate Field's Washington, Is read by intelligent people who pay their bills. Are these the people you want to reach when you advertise? Washington, D. C.

We Are Satisfied to get a fraction (33 1/3 cents) of the cost for our outline cuts after using them. Proof sheets artistically illustrating 25 dept's of dry goods, sent on application. WM. NEELY & CO., New Haven, Ct.

ATTENTION, PLEASE. We make Good Cuts at these rates: 1 col. Portraits, 75c.; 1 col. Buildings, \$2.50; 2 col. Build., \$3.50. The stuff for boom editions. Try us. CHICAGO PHO. ENG. CO., 185 Madison St., Chl.

 **YOUTH'S LEADER,** NEW HAVEN, CONN. Over 40,000 copies monthly. Advertising, 30 cts. per agate line.

THE ADVERTISERS' GUIDE, A monthly journal expounding expertly subjects mutually advantageous to publisher and advertiser, mailed for one year on receipt of twelve cents to pay postage. Send stamp for sample copy. STANLEY DAY, New Market, N. J.

BOSTON. "Cottolene," "Lydia Pink-ham," etc., etc., like my ads. So would you. A. E. SPROUL, 658 Washington St.

I write primers;—advertisements. You pay me. They do, you.

E. A. WHEATLEY,

Chicago, Ill.



\$22. FIRST-CLASS CURTAIN DESK. Four and a half feet long. Unlimited variety in stock and to order. American Desk & Seating Co. 270-272 Wabash Av., CHICAGO, U. S. A.



For holding Papers, Letter Files, Anything. Clean, Light, Strong, Portable, Cheap. In use all over U. S. Send for catalog and testimonials. POPE RACK CO., St. Louis Mo.

Dodd's Advertising Agency, Boston, or World Building N. Y. City.
Send for Estimate.
RELIABLE DEALING CAREFUL SERVICE.
LOW ESTIMATES.

SAN FRANCISCO CALL.

Established 1853.

Daily, 58,487—Sunday, 63,207.

The Leading Newspaper of the Pacific Coast in Circulation, Character and Influence.

Advertising in England,
European Continent, Etc.

SELL'S

ADVERTISING AGENCY, L't'd.

Capital, \$250,000. Henry Sell, Manager, (editor and founder of "Sell's World's Press.")

Full particulars regarding British or European Advertising, sample papers, rates, etc., at the London Office, 167-168 Fleet street, or at New York Office, 21 Park Row, Ground Floor.

STUDY LAW AT HOME.

Take a Course in the Sprague Correspondence School of Law. (Incorporated.) Send ten cents stamps for particulars to

J. COTNER, Jr.,

Sec'y, Detroit, Mich.

312 Whitney Block.



Auburn Daily Gazette
AND
Turf, Farm & Home.

AUBURN GAZETTE CO., Publishers.

GOOD RETURNS.

MAGIC FIRE Advertising Novelty. Send four cents for samples and price list to S. C. PATTERSON, 177 Broadway, N. Y.

A Thousand Newspapers

A DAY ARE READ BY

The Press Clipping Bureau,
ROBERT & LINN LUCE,

68 Devonshire St., Boston, Mass.
FOR WHOM? Supply houses, that want earliest news of construction;

Business houses, that want addresses of probable customers;

One hundred class and trade papers; Public men, corporations, professional men, who want to get news, see what is said of them, or gauge public opinion.

Over 83,000 per month

Proved Average past Nine Months.



Rates Lowest for
quantity and quality of
Circulation.

THE SPLENDID

CHRISTMAS NUMBER

—OF—

THE NEW YORK LEDGER

WILL GO TO PRESS ON

SATURDAY NOVEMBER 19.

Advertising space limited. Order and "copy" should be sent at once to secure insertion.

"We received TWICE as many answers from the POPULAR EDUCATOR as from FIVE other educational put together."—Houghton, Mifflin & Co.

75,000 COPIES

OF THE

CHRISTMAS NUMBER

OF THE

POPULAR EDUCATOR

the LEADING Educational Journal of America, will be issued.

It will be out December 1st, and copy must be in hand by November 15th. Advertisements will be inserted in this large Special Edition at our regular low rate, 30 cents per agate line.

ADVERTISING OFFICE:

70 Fifth Ave., New York City.

HEROLD DES GLAUBENS

Catholic German Weekly published at St. Louis since 1860, gives best value to advertisers. Rates lowest and no "cutting." If you advertise in German papers, or if you intend to (all wide-awake advertisers do), do not omit the HEROLD DES GLAUBENS and take no substitute.

A GOOD CATCH

requires good bait. To secure a good customer requires good advertising. To get good advertising select

THE AMERICAN SCHOOL

BOARD JOURNAL.

Holiday number, 100,

000 copies. Rates, 25

cents. Copy by Nov.

9th.

THE AMERICAN

School Board Journal

100,000 circ'n.

Chicago. Milwaukee.



THE SPOKANE SPOKESMAN

has 75 per cent more paid subscribers than any other daily paper published within 300 miles of Spokane, Wash.

THE HOME CIRCLE,

ST. LOUIS, MO.

75,000 Copies Each Month.

An exceedingly desirable medium for

GENERAL ADVERTISERS.

THE HOME CIRCLE PUB. CO., St. Louis, Mo.

ADVERTISERS

Wishing to reach the largest group of Substantial Agents in the world use **SEWING MACHINE TIMES**, 63 Beach St., New York.

No Religious List complete without

THE MAGAZINE OF CHRISTIAN LITERATURE,

Specimen copies and rates on application.

CLINTON HALL, NEW YORK.

WOMAN'S FARM JOURNAL

is read monthly by over 10,000 families who buy everything, from a safety-pin to a threshing machine. Send for sample copy and special trial rates.

F. J. CABOT, Pub., 301 N. Ninth Street, St. Louis, Mo.

THE NEW CYCLE,

36 Union Sq., N. Y., organ of The General Federation of Women's Clubs. *Chicago Daily News*: THE CYCLE was made the Official organ at the First Biennial Meeting, Central Music Hall. *Chicago Inter-Ocean*: The matter of a Club organ was presented and THE CYCLE, with Mrs. J. C. Croly, as editor was made the organ, and pledged the support of the Federation.

The Christian Advocate.

Official weekly metropolitan newspaper of "The Methodist Episcopal Church." Circulation, over 50,000 guaranteed. We invite correspondence from advertisers who would like to reach our people, and whose advertisements would be appropriate for a religious family journal. Address

HUNT & EATON, Publishers, 150 Fifth Ave., Cor. 20th St., New York.

ADVERTISING—

HOW IT SHOULD BE DONE.

We are prepared to answer the above question for all who contemplate general newspaper advertising.

If you want to use 1 or a 1000 publications;

If you want to reach the inhabitants of one town, one county, one State, or the whole country,

If you wish to invest \$10 or \$500,000 in advertising,

WRITE TO or see us. State your wishes fully. Our time and experience are at the disposal of advertisers who value the advantages of intelligent, prompt and original methods.

THE GEO. P. ROWELL ADVERTISING CO.

10 SPRUCE STREET, NEW YORK.

WE WANT TO ADVERTISE
in every Newspaper in the United
States and Canada, but only with those
using premiums.



HANDSOME ILLUSTRATED CATALOGUE
IS SENT WITH PARTICULARS.

EMPIRE PUBLISHING CO.,

146 & 148 Worth Street, New York.

Newspapers, Write at Once.

Attractive Advertisements.

No Advertising Agency in the United States has better facilities for the preparing of attractive advertisements. My composing room contains the very latest faces of type, borders, etc., and my charges for this class of work, wood engraving and electrotyping, are most reasonable.

No charge is made the advertiser for preparing an attractive advertisement from type when his order is placed through my hands. Advertisements placed in all publications in the United States and Canada. Estimates submitted and discounts allowed on all publications.

B. L. CRANS,

Room No. 4.

10 Spruce St., New York.

**A Mere
Three-Line
Advertisement**

- IN -

The Great Divide

**One Time
Costs \$1.50**

BUT OH MY!

Great Results.

A Sample Copy Explains It All.

**WANTED,
A Writer of Advertisements.**

One of the largest American Advertising Agencies has an opening for a man who can write advertisements. A variety of subjects must be quickly and judiciously treated. Men of experience may apply by letter (inclosing samples of their work and references), to

"ADV. WRITER,"
care **PRINTERS' INK**

24 Cash Prizes.

We desire to thoroughly introduce our Sunol Bicycles throughout the United States in 1893, and in order to give them such an introduction realize that we must advertise liberally and well. We are willing to advertise liberally, but, that it may be done well, must have a supply of bright, original advertisements. Will therefore make the following offer for the 24 best advertising ideas; first prize to be awarded to the author of the best, second prize to the author of the second best, etc. Decision to be made by three disinterested parties.

1st Prize.....	\$200.00
2d ".....	100.00
3d ".....	50.00
4th ".....	25.00
5th to 24th.....	10.00 each.

Will also pay \$5.00 for each idea not securing a prize that we think can be used to advantage.

Contest to close January 15th.

For particulars as to the nature of the advertisements required, address

THE MCINTOSH-HUNTINGTON CO.,
Advertising Department. Cleveland, O.

Advertising In The - -

Sunday Mercury,

NEW YORK,

Pays
Handsomely.

In these days of circulation liars, the advertiser should be very cautious in placing his money where mushroom circulation and special rates abound.

The MERCURY guarantees 100,000. (It prints over 100,000.) This circulation is solid and substantial and is the result of more than fifty-four years' gradual growth.

Its rates are uniform. Twenty-five cents a line. (¼ cent per thousand circulation.) You don't buy a cat in the bag when using the MERCURY'S columns.

Like Pure
Wine, the

Sunday Mercury,

NEW YORK,

Improves
With age.

Will it pay

to advertise in religious papers?

It will pay

if you do a legitimate, clean, square-cut business: Because religious papers go directly into people's homes—are read by all the family—are read all through by people who believe in them more than in any other papers they read and are, therefore, more influenced by advertisements seen in them.

Put
Them
On
Your
List

We make it easy
and perhaps profit-
able for you and
us to talk over the
subject.



Sunday School Times.

PHILADELPHIA.

Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger
Episcopal Recorder.
Christian Instructor.
Christian Recorder.
Lutheran.
Presbyterian Observer.

Over 250,000 Copies
Religious Press
Association
Phila



Paws and Consider!

This is all we ask of any advertiser:

Pause before entering into any arrangement with a concern furnishing advertising material until you are sure that it is competent to carry out its agreements without disappointing you and to furnish material that will benefit your business.

Consider that THE PICTORIAL LEAGUE possesses these qualifications, and that therefore it does more business in the pictorial advertising line than all the so-called syndicates in existence. For samples, address

PICTORIAL LEAGUE,
Tribune Building, New York City.

Our firm name is being imitated.
Be careful about the address.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES:

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices or For Sale, two lines or more, 75 cents a line; Wants, six lines, 36 words or less, one time, \$1.00. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, NOVEMBER 2, 1892.

THE Capital Advertising Company, controlling space in the cars of certain lines of street cars in Little Rock and vicinity, make the point in favor of that method of reaching the public eye—that it is: "*The only way of reaching those who don't read the newspapers.*"

IN Boston they have an association composed of the publishers of the daily newspapers, and among the rules adopted for their guidance is one that makes advertising a sort of misdemeanor. Every member is permitted, however, to issue handbills, and they get out some very pretty ones.

LAST week Mr. Alexander Douglas Brodie, of Toronto, read a want ad in PRINTERS' INK and devoted half an hour to performing the literary service of which the advertiser stood in need. He was quite charmed when the return mail brought him a check for \$20 from the *Northwestern Miller*, of Minneapolis. If Brodie will read all the wants in PRINTERS' INK he will be a millionaire pretty soon.

THE smallest edition of PRINTERS' INK in one year was printed December 16, 1891, and consisted of 43,500 copies. The average edition for a year has exceeded 50,000 copies. No edition in 1892 has been less than 50,250 copies. For months every issue exceeded 55,000, and once the edition reached 80,500 copies.

IN 1888 PRINTERS' INK was first issued. It charged fifteen dollars a page for advertising then, but nobody cared for space at the price.

IN 1889 PRINTERS' INK charged twenty-five dollars a page, and that year the Gannett and Morse Concern, of Augusta, Maine, publishers of *Comfort*, became patrons to the amount of fifty-six dollars.

IN 1890 PRINTERS' INK charged twenty-five cents a line for each and every issue, and the publishers of *Comfort* used space to the amount of seven hundred and fourteen dollars.

IN 1891 PRINTERS' INK charged fifty dollars a page, each issue, and the publishers of *Comfort* bought one half-page for every week for the year, paying thirteen hundred dollars for it, and during the year used additional space to the amount of eighty-six dollars.

IN 1892 PRINTERS' INK advanced its price to one hundred dollars a page for each issue, and the first order booked at the new rate was from the Gannett and Morse Concern, for one-half page, every issue in 1892, for twenty-six hundred dollars.

IN 1893 PRINTERS' INK has announced an intention to charge the same rate as in 1892, and has issued the following offer:

We will insert a full-page advertisement in every one of the fifty-two issues in 1893 for \$5,200, or \$100 a page each issue, which is a reduction of 33½ per cent from the price demanded and received all through the year 1892. We will sell one half-page for \$2,600; one-fourth page for \$1,300; or a page once a month for \$1,200.

If you would care to make a contract for a page or less for next year and wish to begin now, we will give free insertions for all the remaining issues in this year, commencing the charge with the first issue in January, 1893.

Advertisers who are now under contract and wish to renew for the year 1893, may receive a concession on the price equivalent to as many free insertions as can be given to a new advertiser between the date of his order and the new year.

The very first to avail themselves of the offer, and the only ones sending an order in time to secure nine free insertions, were the Gannett and Morse Concern, who write from Augusta, Maine, under date of October 21:

"You may book *Comfort* for one-half page in PRINTERS' INK for the year 1893, charging us twenty-six hundred dollars."

And they proceed to state:

"The Little Schoolmaster" has been an important factor in proving to the many advertisers of the country that

Comfort is the key to eleven hundred thousand homes, and thus enable us to secure and hold so large an advertising patronage as our columns show."

A BOY selling pea-nuts had no measure. He sold eight for a cent, but inquirers thought them dear and did not buy. Later he said, "I give for a cent as many as you can take up in your hand," and this apparently more liberal offer built up a lively trade. The boy had discovered that taking one person with another, the average handful was less than eight. Advertisers may learn a valuable lesson from this incident. A great deal depends upon the way an offer is worded.

THE custom of publishing one's portrait at the head of one's advertisement is commonly supposed to have its origin in the conceit of the advertiser. Max O'Rell in his book on this country (referred to elsewhere) takes a more charitable view:

Look at the advertisements in the newspapers. There you have the boot-maker, the hatter, the travelling quack, publishing their portraits at the head of their advertisements. Why are those portraits there, if not to satisfy the curiosity of customers?

Curiosity may be, as he asserts, a prevailing trait of the American people, but it is hard they should have to bear the blame for this manifestation of it. By the way, the fashion of publishing the personal portrait of the advertiser seems to be growing less popular. Nowadays it is more the style to illustrate the customer!

MR. NATH'L C. FOWLER, JR., is sending out a circular to advertisers propounding such conundrums as these:

What is the limit of the number of words, generally speaking, allowable in a first-class advertisement, say of about four inches?

What do you consider the relative value of the following classes of advertising, reckoned on the basis of 100 per cent for the one bringing you the most business: High grade magazines, family magazines of medium grade, great weeklies, great daily papers, Sunday papers, trade papers, lithographic work, circulars, catalogues, calendars, advertising novelties.

The opinions of leading men on such points may prove instructive, but if Mr. Fowler expects to formulate an exact rule to govern all advertising expenditures he is likely to be disappointed. It is safe to predict that the answers will show a broad and beautiful difference of opinion.

Advertising Novelties.

Manufacturers and users of advertising novelties are invited to send specimens for review under this head.

From Geo. Tilles, Little Rock, Ark.: A very neat and serviceable pen-knife. Has two blades with advertiser's name stamped on each and white bone handle bearing the name of the Mutual Life Insurance Co., for which he is State agent. This is a souvenir likely to be appreciated by the recipient.

From Ronemous & Co., Baltimore, Md.: A tin calendar stand. Goes through the mails flat but may be folded in shape so as to stand upright upon one's desk. Advertising matter is prettily embossed.

From Turck & Co., 52 Cliff street, New York: A patent memorandum calendar, arranged in the form of a revolving pad so that the memoranda for the entire year may be preserved after being used. It is in the same general form as the calendar pad sent out by the Pope Mfg. Co., but instead of having an advertisement printed on each sheet the whole affair fits in a permanent case on which the advertising matter is stamped.

From N. & G. Taylor Co., Philadelphia: A sample of their roofing tin in the form of a bookkeeper's paper-cutter. Also a silvered card on which the trade-mark has been embossed.

From the Utica (N. Y.) *Press*: A cake of transparent advertising soap. In the center may be read the name of the paper, subscription price, etc. The puzzle is to know how the lettering got in the soap, as it is not affixed to the bottom but appears fairly in the center of the cake. The soap was put in the rooms of all the different hotels, barber shops etc., within the paper's territory.

From W. E. Bayer, 17th and Vine streets, Philadelphia: Paper puzzles to be cut out and fitted together. One is a log cabin which has been extensively used by the "Ceresota" people. It bears this advertising motto: "The cabin can have as good bread as the palace by using Ceresota."

"What Shall I Buy for Christmas Presents?"

The Christmas (December) issues of Allen's Lists will reach over one million rural homes, just as the people are thinking and asking, "What shall I buy for Christmas presents?"

For a month before Christmas almost everything is purchased in increased quantity. If you have anything that appeals, or that should appeal, to the thrifty rural masses, your sales will be large if you judiciously advertise in the Christmas (December) issues of Allen's Lists.

Full, generous measure, more than we promise in the way of count, is what we give every advertiser in Allen's Lists. It is difficult to realize what is meant by huge circulation—a circulation that is bought and paid for—(Allen's Lists go to paid subscribers—the largest paid circulation in America).

Over a million a month. Proven at that. Another point we can prove in a most satisfactory manner is: We produce results for our advertisers, and a constant and ever-increasing volume of business.

If you wish to catch the Special Christmas issues, act quickly. The time is short.

Forms close November 18, sharp.

E. C. ALLEN & CO., Prop's, Augusta, Me.

THE OMAHA World-Herald

Is the oldest existing newspaper in Omaha—it being the consolidation, in 1889, of the

WORLD,

Established 1885,

and of the

HERALD,

Established 1865.

Although second in total circulation, the WORLD-HERALD has a larger circulation in Omaha and Council Bluffs than all other Omaha and Council Bluffs papers combined. It is metropolitan in appearance, in tone, news service and ability. It is the favorite, because it is the best local newspaper, besides being as complete as any other in telegraphic service. Advertising space in the WORLD-HERALD is a good thing at a low price. It pays all who use its advertising columns.

R. A. CRAIG, Manager Eastern Office,

41 Times Bldg., New York.

THE CITY EDITOR'S APPEAL.

Owing to the large demand upon the advertising columns of

The Kansas City Star,

the City Editor each morning is compelled to give out to his reporters the fiat to

Condense! Condense! Condense!

The advertisements crowd him so that he is in fear of losing his position unless some one rescues him.

A small advertisement in **THE STAR** pays four times as well as an advertisement in any other Kansas City paper.

Ask the local merchant.

CIRCULATION TALKS.

DAILY (*guaranteed*), - 55,183

WEEKLY " - 83,736

Business accepted through any responsible agency.

GEO. E. RANDALL.
Manager New York Office,
Room 71 Tribune Bldg.

THE DETROIT TRIBUNE.

PAID SUBSCRIPTION,

Daily, = 20,650
Weekly, 65,000

Proved Paid Circulation, or No pay.



The Character of a paper determines the character of its readers, as the character of the constituency of a paper determines their purchasing capabilities.

The TRIBUNE is nothing if not a paper of high character. It reaches the wealthy and middle classes of Michigan—classes that have money to spend, and who spend it freely.

The Object of an Advertisement: To bring buyer and seller together. The greater the number of buyers *having money* the more valuable the medium.

Taking the accepted number of readers to each paid subscriber upon which to base our figures, we solicit every day

100,000

people having money to purchase what you offer for sale, and nearly

HALF A MILLION

every week. They almost all live in Michigan, not scattered throughout the country, and they have faith in what is told them in the TRIBUNE.

If you have faith in what you have to sell, can you afford to pass them by? **YOU CANNOT!**

Our Rates are lower than those of mediums not possessing the high character of the TRIBUNE, nor the purchasing power of its subscribers.

WRITE FOR FIGURES.

M. C. REEFER, 59 Tribune Building, New York City,
EASTERN MANAGER.



Through Comfort

You can reach millions of pocket-books the coming year, scattered all over the world. They belong to comfortable, well-to-do people, who make a business of sending for articles through the mails. They're wide-awake, alert, responsive. Comfort enters monthly over *eleven hundred thousand homes*, and gets at the hearts of the inmates. If your advertisement is in it it's sure of careful attention. Hence the proverb:

"If you put it in Comfort it pays."

Circulation larger than that of any paper in the world. Space at the agencies or of

THE GANNETT & MORSE CONCERN, AUGUSTA, ME.

BOSTON OFFICE :
228 DEVONSHIRE STREET.

NEW YORK OFFICE :
23 PARK ROW,

A Page Advertisement in PRINTERS' INK for 1893.



WE are now soliciting contracts for advertising in PRINTERS' INK for 1893, the year of the Columbian World's Fair.

Whoever thinks of availing himself of the privilege should take into consideration, as part of the cost, the advisability of preparing new copy for every issue.

We will insert a full-page advertisement in every one of the fifty-two issues in 1893 for \$5,200, or \$100 a page each issue, which is a reduction of $33\frac{1}{3}$ per cent from the price demanded and received all through the year 1892. We will sell one-half page for \$2,600; one-fourth page for \$1,300; or a page once a month for \$1,200.

For a specified position the price will be 25 per cent additional if the position asked for is given.

During the year 1892 no edition of PRINTERS' INK has been so small as 50,000 copies. It has had on its mailing list the names of persons who became entitled to receive it on account of services rendered, as in the case of writers and advertising patrons; also the names of newspapers with whom it seemed advisable to ask the favor of an exchange. It has been sent complimentary to Congressmen, Senators and members of the President's Cabinet; also to advertising agents and a few personal friends of the proprietors or their employees. Finally it has been sent to all persons who have subscribed and paid for the paper personally, or for whom, with their consent expressed or implied, some other person, not connected with the publication, has subscribed and paid.

We have been under an agreement with our advertisers, all through 1892, that no issue of the paper should fail to be in excess of 50,000 copies, and to make good that agreement it has been the practice to send out from week to week an average of three or four thousand sample copies.

In the coming year the paper will be sent to all of the classes of subscribers the same as formerly, and sample copies will also be forwarded at such times and to such lists of names as may seem to us desirable for the purpose of inviting subscriptions and making the paper better known to those it is intended to interest. The lines will be somewhat closely drawn, out of consideration for the prejudices of the Post-Office Department, as exhibited in 1892, and no particular number of copies of the paper will be guaranteed for any issue in 1893. Every one who expresses a wish to receive it, and sends along the subscription price, will be certain to get it regularly.

It is the intention to make the paper a little larger; that is to contain more pages, and it is hoped to introduce new features which will add to its influence; also to devote more attention than formerly to illustrations.

If you would care to make a contract for a page or less for next year and wish to begin now, we will give free insertions for all the remaining issues in this year, commencing the charge with the first issue in January, 1893.

Address all communications to

GEORGE P. ROWELL & CO., Publishers,
10 Spruce Street, New York.

P. S.—Advertisers who are now under contract and wish to renew for the year 1893, may receive a concession on the price equivalent to as many free insertions as can be given to a new advertiser between the date of his order and the new year.

JUST THINK OF IT!

The Street Cars leased by us, if placed in a continuous line, coupled together, would stretch out for just 60 miles. This gives us

120 MILES OF SPACE.

Each space in our cars is 11×21 inches.

You would imagine we had plenty to dispose of ; not at all ; we are full in several of our cities up to January, and have little to sell **anywhere!**

The largest, most successful and brightest advertisers in the world are in our cars. Why? Because they **know** that **Street Car Advertising**, as conducted by us, is, for circulation covered, the **lowest priced medium** extant.

That's Why We're Popular

and why our 120 miles of space are continually in demand.

CARLETON & KISSAM,

198 & 199 Times Building,
NEW YORK.

50 Bromfield Street,
BOSTON.

Other Offices in Principal Cities.

Boston, New York, Chicago, Pittsburgh, Buffalo, Rochester and Providence offices connected by Long Distance Telephone.

A PAPER FOR YOUR LIFE.

- THE -

Illustrated Sun

- AND -

Sunday Sun,
OF DETROIT, MICH.

ESTABLISHED EIGHT YEARS.

COMBINED CIRCULATION:

87,000 Copies Weekly.

2034 Agents and new ones added weekly

Send for List of Agents.

RATES—50c. per Agate line.

THE SUN ASSOCIATION,

Eastern Agent:
S. S. VREELAND,
150 Nassau St., New York.

212 Griswold Street,
DETROIT, MICH.

THE PACE THAT TELLS.

OLDEST PAPER
IN NEW YORK.

One Hundred and Twenty-eight per Cent Gain

ESTABLISHED
OCTOBER 2, 1797.

IN THREE MONTHS.

*Remarkable Increase in the circulation of the New York
COMMERCIAL ADVERTISER.*

CONVINCING PROOF - - - -
- - FROM COMPETENT WITNESSES.

NEWSDEALERS.

	Daily Sales in July.	Present Daily Sales.
B. Meehan, Broadway and 16th St., -	8	20
George Bancker, Sixth Ave. and 11th St., -	8	18
J. F. Dunn, Sixth Ave and 9th St., -	9	15
M. Donroy, Cortlandt and Church Sts., -	10	45
Arthur Connor, Broadway and Liberty Sts., -	30	55
Arthur Miller, Sixth Ave. and 44th St., -	10	24
J. F. Rielly, Sixth Ave. and 44th St., -	20	30
F. Meyer, Sixth Ave. and 39th St., -	20	40
E. Friedman, Sixth Ave. and 36th St., -	15	60
J. Mack, Broadway and 34th St., -	20	50
John J. Quinn, Sixth Ave. and 33d St., -	15	35
T. Smith, Broadway and 29th St., -	12	35
D. Sullivan, Broadway and 28th St., -	10	30
John Sweeney, Broadway and 26th St., -	20	40
S. England, Broadway and 21st St., -	8	15
W. Monahan, Wall and South Sts., -	25	41
William B. Grogan, Burling Slip and South St., -	20	50
Fulton Ferry entrance—J. Gilbertson, -	10	15

The above synopsis is boiled down from signed statements made to us by the newsdealers whose names are used. The same increase is reported all along the line. The COMMERCIAL ADVERTISER is the oldest, best and most progressive evening newspaper in New York.

PROVED CIRCULATION
(TRADE MARK)

Before January 1st, 1893,

Space contracts can be made for \$1.60 per line,
with contract to prove

400,000 Copies Weekly

♦ I N ♦

Saturday Blade,	} W. D. Boyce's
Chicago Ledger,	
Chicago World.	
	BIG
	WEEKLIES

After January 1st, 1893,

It will cost 25 per cent more to secure space, but the proved circulation contract clause will be 25 per cent greater.

500,000 Copies Weekly

♦ I N ♦

W. D. BOYCE'S	} Saturday Blade,
BIG	
WEEKLIES.	
	Chicago Ledger,
	Chicago World.

THE RATE in either case will be only 2-5c. per line per thousand circulation, but the contracts made before the first of January will receive the benefit of a greater circulation than they pay for, which will really decrease the rates per line per thousand circulation. Any advertisement discontinued at any time for any reason.

Apply for space to any agency or

W. D. BOYCE, Chicago.



The Record Broken



On the Cleveland Track

THE year 1892 will long be remembered as the record-breaking year on land and water, and among the many new records none stand out with such prominence as the one made in Cleveland, without the aid of elastic fluid or kite-shaped track, but on a regular circulation course. Here is the official record for the week ending October 22 :

MONDAY, OCTOBER	17	42,875
TUESDAY, "	18	47,834
WEDNESDAY, "	19	45,450
THURSDAY, "	20	46,347
FRIDAY, "	21	41,171
SATURDAY, "	22	46,505
TOTAL		270,188
AVERAGE		45,031

Cleveland World

CLEVELAND, O., October 24, 1892.

Before me personally appeared B. F. Bower, General Manager of The Cleveland World, who deposed and said upon his oath that the circulation as aforesaid, is correct. [Signed] B. F. BOWER,

BYRON POPE,
Notary Public.

General Manager World.

The Sunday World, 32,707.

S. C. BECKWITH,

Sole Agent for
Foreign Advertising.

New York & Chicago.



Without Pneumatic



Ball or Kite-Shaped Track

What Tribune?



The Salt Lake

DAILY TRIBUNE.



**Don't
Over-
look
the
Great
West!**



TRADESMEN from every section of the country desiring to establish new dealings or increase a clientage in the intermountain country are assured of willing listeners and intelligent readers by talking through THE TRIBUNE. The value of a paper's circulation is solely gauged by the quality and quantity of its readers. The quality of THE TRIBUNE'S readers has been tried in battle; they are admirers of principles and advocates of right; intelligent, and consequently valuable to advertisers. They subscribe for THE TRIBUNE to read; they read it because they believe in it; they believe in it because it is right. The quantity of THE TRIBUNE'S readers has been augmented by constant observance of journalistic dignity and rigid adherence to the loftiest principles of justice and equity, together with keeping pace with the demands of modern newspaper requirements and enterprise. THE TRIBUNE is the only paper in all the great country between Colorado and California that is issued every morning in the week, every week in the month and every month in the year.



The TRIBUNE absolutely guarantees to its advertising patrons a larger circulation than all other dailies published in the Territory combined.



FIRST, LAST AND ALL THE TIME

✱ THE CHAMPION OF SILVER. ✱



The **Salt Lake**

Daily Tribune.



"The Atlanta Journal has grown to power and prosperity in Georgia."—*N. Y. Ev'ng Post.*

En Rapport With the People

In the busy marts of the civilized world printers' ink is the "Open Sesame" to the door of fortune.

The successful advertiser studies the mind of the people and communicates with them by using a medium that is in harmony with their best aspirations. The

Atlanta Journal

Believes in and advocates a progressive New South, letting the past be its own undertaker. In this it is in sympathy with the public-spirited, intelligent citizens of Atlanta and the State of Georgia. It wields a powerful influence in political, business and domestic circles. It molds public opinion.

The JOURNAL is the leading evening paper in the South, with a circulation larger than any paper in 11 Southern States, - - **18,300.**
Weekly Journal, - - **15,863.**



"The Atlanta Journal is the leading Democratic paper of Georgia."

St. Louis Republic.

5 GOOD ONES

COMBINED CIRCULATION 2,083,744
ALL ISSUES ONE WEEK



City	Newspaper	Cir. Daily	Cir. Sunday	Weekly Total
Portland	Oregonian	17,668	19,440	37,108
Philadelphia	Item	187,679	187,880	375,559
Kansas City	Times	23,500	44,000	67,500
Memphis	Appeal	17,500	17,500	35,000
Denver	Republican	18,855	23,850	42,705

WE TELL THE PLAIN TRUTH

Five Commercial Cities

and 5 leading papers in the metropolis
of 5 great States—from the Atlantic to
the Pacific.

THE
PLAIN
TRUTH
TELLS

SC BECKWITH

TRIBUNE BUILDING, N.Y.
THE ROCKERY, CHICAGO

AN OLD ESTABLISHED TRADE JOURNAL.



Wanamaker hesitates about letting go on account of the difficulty about explaining why he took hold—but if he ever does get out of the scrape he'll make it warm for Hazen.

ONE DOLLAR, sent now, will advance any subscription to PRINTERS' INK from date of expiration to January 1st, 1894. After Dec. 31st the rate of subscription will be advanced to \$3 a year. Every one who wants the paper, every one who likes the paper, every one who sympathizes with the little paper in its unequal struggle for existence, can express good will and confidence by sending in a subscription now. Address (inclosing one dollar) PRINTERS' INK, New York.

It is well understood in the Post-Office Department that the man Hazen is the blunderer who led Wanamaker into the PRINTERS' INK morass, and it is safe to predict that he will not much longer enjoy the luxury of sitting with his feet on a desk and dictating letters to a lady stenographer for Fountain or Davis to sign. Hazen must go!

THE P. O. DISCRIMINATES.

The Republican Campaign Committee, with the knowledge and connivance of Postmaster-General Wanamaker, has registered at the Post-Office what they call *The Voter's Library*. This, they claim, is a regular publication, and in this way Mr. Wanamaker permits campaign Republican text-books to pass through the mails at two cents a pound, while the Democratic National Committee has to pay a cent for every two ounces or fractional part of two ounces. The Department favors Republicans over Democrats just as in business matters it discriminates in favor of *Book News* and against PRINTERS' INK.—*Concord (N. H.) People and Patriot*, Oct. 13, 1892.

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The statement that so much disturbed our friend from Kalamazoo and elicited the 48 pages of explanation from Mr. Wanamaker elsewhere referred to may be found in PRINTERS' INK issue of Aug. 17. A copy will be sent by mail to any address on receipt of price, 5 cents.

The statement that convinced the postmaster of New York that the P. O. Department was wrong in excluding PRINTERS' INK from the mails as second-class matter appeared in PRINTERS' INK issue of Aug. 21. A copy will be sent by mail to any address on receipt of price, 5 cents.

Postmaster-General Wanamaker denies to PRINTERS' INK, an old-established trade journal, the right accorded to regular weekly publications, to be registered and to pass through the mails as second-class matter, but he allows a Republican campaign document labelled *Protection and Reciprocity* to be circulated as a supplement to Republican newspapers, a privilege which is denied all supplemental sheets that are not legitimately a part of the regular issue of the paper.—*Trenton (N. J.) True American*, Oct. 14, 1892.

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A GROSS ABUSE EXISTS.

From the *New Bedford (Mass.) Journal*, Oct. 15.

We have previously referred to the vain efforts of PRINTERS' INK, an excellent trade publication, to obtain admission to the mails as second-class matter. In striking contrast with this decision of the Post-Office Department is the admission as second-class matter of *Book News*, a publication chiefly devoted to advertising the wares of the Wanamaker bargain counters. The contrast having been brought to the attention of the Post-Office Department by the publishers of PRINTERS' INK, a reply was received from Third Assistant Postmaster-General A. D. Hazen which stated that "the Postmaster-General is not the publisher of *Book News*." PRINTERS' INK reprints the title page of a recent issue of *Book News*, and "John Wanamaker, publisher," appears on the left hand corner. Several similar cases have come to our notice recently in connection with the classifying of publications in the mails. It is apparent that gross abuse exists.

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THE BISHOP SWORE.

From the *Trenton (N. J.) True American*, Oct. 15.

PRINTERS' INK deals a heavy blow at Postmaster-General Wanamaker, who has denied it registry as a second-class periodical, while at the same time he admits under that head *Book News*, a paper of the same general class. In its issue of last Saturday PRINTERS' INK published prominently upon its first page reference to a letter from Assistant Postmaster-General Hazen denying that "the Postmaster-General" is the publisher of *Book News*, and appends thereto a reduced fac-simile of the heading of the paper upon which appears the legend "John Wanamaker, Publisher." The point of Mr. Hazen is, probably, that at the bargain counter he is John Wanamaker and at Washington he is the Postmaster-General, upon the same principle, perhaps, that the Bishop claimed that the Bishop used profane language as a Knight of the Shrove and not as Bishop.

A LONG LETTER WITH NOTHING IN IT.

Forty-eight pages of type-writing—large pages and closely written, too—were what a Republican editor in Minnesota got for his temerity in protesting to the Post-Office Department against its failure to give definite answers to the publishers of PRINTERS' INK when they asked for information that would enable them to issue their publication in such a way as would make it admissible as second-class mail matter. After long study the Minnesota editor was able to arrive at the opinion that the reasons for excluding PRINTERS' INK from the mails was the same as the one that prevailed for admitting *Protection and Reciprocity*—there never was any.

WANAMAKER'S WORKS.

From the *Louisville Courier-Journal*, Oct. 17.

The case, mentioned in the *Courier-Journal's* New York dispatches, of the violation of the postal laws by sending out Republican campaign documents as free supplements to an Oswego, Kan., paper is not an isolated instance of the prostitution of the Post-Office Department in Mr. Harrison's interest.

On the contrary, the *Courier-Journal* has proof that Republican campaign material is being thus circulated in violation of the law through hundreds of papers all over the country. Most of this proof shows that the matter which has been most widely distributed in this way is a sheet called *Protection and Reciprocity*, which, although the fact does not so appear in the publication, is being published by the American Protective Tariff League of New York, and is being sent out by that concern and the Republican Committee. Republican papers everywhere are supplied with these sheets, and under the virtual protection of the Post-Office Department enclose them in their regular editions as free supplements. This is not only a wholesale violation of the postal laws, but it is a violation which has been brought to the attention of Postmaster-General Wanamaker, who has done nothing to stop it.

PRINTERS' INK (Republican), which, though a regular and legitimate publication, has been denied by Mr. Wanamaker the usual postage rates, thus comments upon this inconsistency in allowing them to campaign circulars:

There are over 10,000 weekly newspapers in the United States having an average circulation of more than one thousand copies each. If half of these are Republican, and all of that political shade avail themselves of the privilege of folding in, as a free supplement, the campaign document known as *Protection and Reciprocity*, then five million copies of these are distributed practically postage free. To send out an equal number of Democratic campaign circulars would require a payment of the snug sum of \$50,000 a month for postage. Verily, there is some advantage accruing to the political party that controls the Post-Office.

As to the extent of this violation of law, this testimony of a newspaper man is pertinent:

I called this day at the office of the American Protective Tariff League, in Twenty-third street (New York), and was received by the gentleman who seemed to be in full charge of matters there. When I told him what I wanted and from whom I came he presented me with a thousand copies of the *Protection and Reciprocity* document, and informed me they were circulating 1,400,000 copies of each issue, said issue weighing in excess of 28,000 pounds. O. L. MOSES.

We believe that just now every member of President Harrison's Cabinet, except Postmaster-General Wanamaker, is on the stump, whooping it up for the President and Civil Service Reform, but the godly and slick Wanamaker seems to be doing more effective work for his master than any of the others.

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SENATOR HAWLEY'S PAPER ENDORSES IT.

PRINTERS' INK, a Journal for advertisers, is one of the brightest little sheets that come under our notice. There is always readable matter in it from the literary point of view.—*Hartford (Conn.) Courant*, Oct. 19.

ANY person who believes that the Post-Office Department of the United States is conducted impartially will be interested in examining a copy of the *Delineator*, a periodical circulating more than three hundred thousand copies each issue, and published in New York city by the Butterick Publishing Company at one dollar a year. Every page and line is an advertisement of the Butterick paper patterns, and nothing else. Even *Book News* is not so closely devoted to Mr. Wanamaker's store. The *Delineator* is a useful publication and ought not to be interfered with, but it travels around the edge of the postal laws, every issue, further and more unequivocally than PRINTERS' INK has ever been even thought to do in all the years of its life. We wonder if Haynes, Fountain, Hazen, or any other of the Department clerks, ever saw the *Delineator*, or had a free lunch while debating its merits.

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A LEGITIMATE TRADE JOURNAL.

From the *New York Times*, Oct. 30.

The Postmaster-General continues to strain the law to permit Republican campaign documents to be sent through the mails as second class matter, because they are numbered and dated in imitation of periodical publications. It is more than a straining of the law; it is an actual violation thereof to promote the ends of a party. While a partisan broadside called *Protection and Reciprocity*, a mere campaign document, is thus circulated by the Post-Office Department at pound rates, Mr. Rowell's PRINTERS' INK, a legitimate trade journal in periodical form devoted to the interests of advertisers, is ruled out as a mere business circular. Such is the consistency and regard for law displayed by the pious Mr. Wanamaker.

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YES INDEED!

MARTINSVILLE, Ind., Oct. 10, 1892.

Geo. P. Rowell & Co.:

Is PRINTERS' INK still published (1)? If so, please send sample copy (2). It is our intention to remit for a subscription at once (3) if it is as good as it was before the P. O. D. interfered with it (4), and is mailed regularly (5).

THE ELLIOTT TELEPHONE CO.

1. It is. 2. We will. 3. You are wise. 4. It is. 5. Mr. Wanamaker is a little slow, but we do our part.

STRASBURG, Va., Oct. 8, 1892.

Editor of PRINTERS' INK:

The enclosed (*Protection and Reciprocity*) is being sent out, folded in numerous newspapers in this section. Perhaps you will "touch up" Mr. Wanamaker on the open violation of postal laws. I shall do so in my paper.

Yours truly, etc.,

JNO. L. BRADY,
Ed. *Virginian and News*.

YES.

THE HOME MAGAZINE,
(Conducted by Mrs. John A. Logan.)
WASHINGTON, D. C., Oct. 17, 1892.

Publishers of PRINTERS' INK:
My subscription to PRINTERS' INK expires June 2, 1893. If I send you a dollar now can I have my subscription extended a year from that date?
Yours very truly,
N. W. MEADE, Manager.

Yes, for anybody who sends a dollar before Jan. 1, 1893, we will set forward the date of his subscription one year. The paper is long-lived, but just now is in need of ready money to meet Mr. Wanamaker's weekly demands.

ONE DOLLAR, sent now, will advance any subscription to PRINTERS' INK from date of expiration to January 1st, 1894. After Dec. 31st the rate of subscription will be advanced to \$2 a year. Every one who wants the paper, every one who likes the paper, every one who sympathizes with the little paper in its unequal struggle for existence, can express good will and confidence by sending in a subscription now. Address (inclosing one dollar) PRINTERS' INK, New York.

"C'EST IL POSSIBLE!"

In his celebrated letter of June 24, so fully replied to in PRINTERS' INK for August 24, the Postmaster-General reduced the PRINTERS' INK controversy to the simple proposition: If it is a circular the Post-Office interference has been warranted. If it is a periodical the Post-Office interference has not been warranted. Newspaper men with one voice pronounce PRINTERS' INK a periodical—and a very good one. The question is one of fact. If journalists like Whitelaw Reid, Crosby S. Noyes, J. S. Clarkson, John A. Cockerill, Samuel Bowles, L. L. Morgan, Harrington Fitzgerald, Clark Howell, A. J. Aikens, J. J. Richardson, W. C. Bryant, J. Howard, Jr., and all the multitude that have indorsed PRINTERS' INK are not competent to define what constitutes a periodical, then who is competent? Is the publisher of *Book News* more competent? Is it possible that our Postmaster-General has a bad temper that will keep him from admitting himself to be wrong when he knows that he is wrong?

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Office of
THE AMERICAN NONCONFORMIST,
American Farmers' Paper.
Circulation Exceeds 50,000 Weekly.
INDIANAPOLIS, Ind., Oct. 10, 1892.

Editor of PRINTERS' INK:

I like to see fair play. With the one exception of voting for Peter Cooper I have always cast a straight Republican ticket. But regardless of whether PRINTERS' INK should or should not be admitted to the mails as second-class matter, the delay of the Post-Office Department in settling the question is a disgrace to the present administration. It almost amounts to a National question and will unquestionably influence some votes at the coming elections. The situation is aggravated by the receipt of campaign documents, like the enclosed (*Protection and Reciprocity*), which every fair man will say should not have that privilege.

GARRETT M. WALROD.

ONE DOLLAR, sent now, will advance any subscription to PRINTERS' INK from date of expiration to January 1st, 1894. After Dec. 31st the rate of subscription will be advanced to \$2 a year. Every one who wants the paper, every one who likes the paper, every one who sympathizes with the little paper in its unequal struggle for existence, can express good will and confidence by sending in a subscription now. Address (inclosing one dollar) PRINTERS' INK, New York.

TOO MUCH HOLINESS IS DEBILITATING.

MADISON, Wis., Oct. 19, 1892.

Editor of PRINTERS' INK:

Being an extraordinary busy man, I paid but little attention to the first few numbers of PRINTERS' INK which reached my desk. Getting a few moments leisure one evening I took up the then current number, and was astonished at the amount of information to be had within its pages. I was also much interested in your fight with the Post-Office Department, and consequently hunted up back numbers and got an idea of the whole proceeding. I am free to say that I consider the attitude assumed by the officials un-American and autocratic in the extreme, and their position cannot be successfully maintained. From your last issue I see that Mr. Hazen states that Mr. Wanamaker is not a publisher of *Book News*, and yet the title page of that publication so states the fact. If Mr. Wanamaker is not the publisher of *Book News* why does his name appear thereon as such? I think that it is asking rather too much of the American public to sit by and look on at such a disgraceful discrimination in favor of an official of the United States. A public office is a public trust, in the words of Mr. Cleveland, and should never be prostituted to private financial aggrandizement, as it certainly is in this case. *Book News* is not a newspaper in the strict acceptance of the word, and not being such should not be admitted to the mails as second-class matter. On the other hand PRINTERS' INK is most decidedly a newspaper and one that is most heartily welcomed by the whole fraternity each week. I am not much of a politician, but if President Harrison is re-elected he must be possessed of one cork eye and one blind one if he does not see that Mr. Wanamaker must go. A certain amount of holiness is all right out here in the wild and woolly west, but when it leads to unjust discrimination we think that we are better off with our "wild-and-wooliness."

I would like to say to you that I hope you will win in the end and that the amount of undue postage that you have paid will be refunded you. Wishing your little periodical the very greatest success on earth, may it grow and flourish as a green bay tree, and sincerely trusting that you will not discontinue to show us the peculiar methods of our holy Postmaster-General, I have the honor to be, gentlemen, yours sincerely,

J. H. S. JOHNSTONE,
Editor of the Wisconsin Farmer.

UNWARRANTED ABUSES.

The continued procrastination and quibbling on the part of the Post-Office Department in giving some decision on the question whether the publication known as PRINTERS' INK is entitled to second-class postal rates, is a degrading spectacle in the eyes of every one who has any national pride. The abuses heaped upon the publishers of PRINTERS' INK by Wanamaker, which are but unwarranted, ought to arouse the entire Press of the country and bring about a quick settlement as to how much authority is centered in the hands of one man, which can be used alike for personal benefit or to crush out competitive enterprises. Wanamaker's party contributions may entitle him to the autocracy of the Mail Service, but should not give him absolute power to make individual outside exceptions as in case of PRINTERS' INK.—*Southport (N. C.) Leader*, Oct. 12, 1892.

ONE DOLLAR, sent now, will advance any subscription to PRINTERS' INK from date of expiration to January 1st, 1894. After Dec. 31st the rate of subscription will be advanced to \$2 a year. Every one who wants the paper, every one who likes the paper, every one who sympathizes with the little paper in its unequal struggle for existence, can express good will and confidence by sending in a subscription now. Address (inclosing one dollar) PRINTERS' INK, New York.

PUBLISHERS of American newspapers who have had their editions thrown out of the mails on account of some irregularity about the form or style of a supplement must be interested in examining the campaign document called *Protection and Reciprocity* now being sent out by the million, and furnished to publishers gratis, folded inside their own papers and carried in the mails at second-class rates.

All readers of PRINTERS' INK were recently given an opportunity to examine this campaign circular, consisting of two pages in the style of a patent medicine advertisement. Copies can be had by addressing "Protection and Reciprocity," No. 135 West 23d street, New York, and inclosing a one-cent stamp. The leaflet purports to be published at 12 cents a year, but no issue had appeared before July last, and it will be safe to offer a premium for every copy to be found in circulation after November. The October issue, No. 4, conclusively proved that the American farmer who pays a dollar a hundred for his cigars doesn't pay \$3.09 tariff on them, and that the "Deacon's" boy who buys a gross of lead pencils for 45 cents, "to use in copying his lessons at school," in some way avoids paying a tariff of 60 cents on the same.

If the Democratic Campaign Committee is allowed to circulate arguments on the other side in the same dead-head manner, Mr. Wanamaker will have done for nothing, before election day, an amount of work for which, at the rate he taxes PRINTERS' INK, the Department should collect a million dollars. As a matter of fact, however, no Democratic campaign document of this sort gets by the lynx-eyed postmasters, so the amount of work done for nothing only amounts to half a million. Money saved to the Campaign Committee is just as good as money collected by the Postmaster-General.

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MISS GILDER'S VIEWS.

From the Critic.

I have been amused by following, more or less closely, the correspondence between the publishers of PRINTERS' INK and the publisher of *Book News*. The former is published in New York, in the interest, apparently, of George P. Rowell's advertising agency; the latter is published in Philadelphia, obviously in the interest of the book department at Wanamaker's. Mr. Wanamaker, as Postmaster-General, will not allow PRINTERS' INK the second class mailing privilege. The organ of his own book store is more fortunate. It is not denied the second-class privilege refused to other papers in the same position. It is a wise Postmaster-General who favors his own publications.

THE PRESS OF THE WHOLE COUNTRY IS WATCHING.

THE SATURDAY EVENING POST,

BURLINGTON, Iowa, Oct. 30, 1893.

Editor PRINTERS' INK, No. 10 Spruce Street, New York City, N. Y.:

DEAR SIR—Your little gem of a paper is the first read and best read publication that comes to our office, and not the least interesting portion of it to us at least is the space devoted to the Post-Office Department and the present Postmaster-General. We consider PRINTERS' INK to be as legitimate a publication within the meaning of the Postal laws as there is in the United States, and it is certainly superior in point of merit and in usefulness and interest to its subscribers to nine-tenths of the average newspapers.

The chronic grumblers who wrote to you complaining in the strain adopted by our esteemed friend, Mr. May, of Fleet street, London, simply do not know what they are talking about when they say nobody cares for you and Wanamaker, for the press of the whole country is watching this case with a great deal of interest.

We wish PRINTERS' INK the common justice of an early and favorable hearing by our Postal Department, and remain, yours truly,

J. W. MURPHY, Pub. Post

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"WHY IS THIS THUS?"—A. WARD.

Utah, Oct. 17, 1893.

Editor of PRINTERS' INK:

By enclosed slip—which I found loose in my post-office box without any stamp affixed—you will see Geo. Lasher is a favorite of Wanamaker's, as you have said. What other publication, unless it is *Book News*, would enjoy such privileges?

Please do not mention my name in your publication, as our postmaster is a friend of mine.

The circular enclosed reads as follows:

Great Scott! The United States Post-Office Department, at Washington, D. C., edit a Postal Guide.

We publish it for them.

It is edited and published so well that the United States Government buys books and Supplements every month, giving one to each Postmaster.

We supply the public with copies of the same books and Supplements.

The big book is issued in January.

A Supplemental Guide, giving all corrections up to date, is issued each month, and contains about 40 pages.

Jan'y Guide, 350 p., Paper Cover, 42 00.

Prices includes Supplements from July, 1892, to July, 1893, without extra charge.

If our friend in the corner had subscribed for a Guide, his troubles would be over.

Jan., '92, Guide on hand.

Jan., '93, Guide yet to come.

Geo. F. LASHER, Publisher.

1213-15 Filbert St., Philadelphia, Pa.

On the back of the circular appears the name of the postmaster as agent. He solicits and will forward subscriptions.

This is all well enough, but why should Mr. Lasher have his circulars distributed free and other business men pay a cent apiece postage on theirs?

SPITEFUL.

Office of THE SOUTHERN,
WELDON, N. C., Oct. 24, 1893.

I have been in the newspaper business for twenty-one years, and up to now I have never seen a more malignant and spiteful action than I see in the Post-Office Department at Washington towards PRINTERS' INK.

J. A. HARRELL, Editor.

HE WANTS MORE.

ST. PETER AND PIOUS JOHN.

Why is John Wanamaker like Oliver Twist?

Mr. Wanamaker wants more information about PRINTERS' INK, and seeks to have more of his own letters published.

NEW YORK, October 22, 1892.

Hon. John Wanamaker, Postmaster-General, Washington, D. C.

DEAR SIR—We note your requests in your letters of October 17, that we submit in writing our claims in behalf of PRINTERS' INK relative to its admission to the second-class rates of postage.

We had supposed that our reasons were very fully stated in the proofs accompanying the application and in the various documents before you. We have not been able to ascertain upon what point or points, if any, the right of PRINTERS' INK to readmission to the second-class is questioned by the Department, and the preparation of "additional reasons for the admission" would be a work of considerable difficulty.

Will you not kindly indicate upon what questions, if any, further reasons are necessary or desirable, so that we may not only save ourselves unnecessary labor, but avoid burdening you with unnecessary arguments. This request seems to be a reasonable one, and we are informed that in other tribunals similar requests are granted almost as a matter of course.

A great many matters have been discussed in relation to the paper during the last few months, as to some of which your views are undoubtedly in favor of our claims. If we could have been allowed an oral hearing before you, as we were before Judge Tyner, we think that justice would have been facilitated and much time and labor saved to all. We respectfully request again that you give us such a hearing.

We have to thank you for copies of letters referred to by you as not having been published in PRINTERS' INK and needed to present a full statement of the case. We fall in with those letters anything that is not as fully covered in your long letter of June 24. If, however, there is anything in either that you desire, for the exonerated of the Department, to have brought before the readers of PRINTERS' INK, we shall attempt to make room for such portion as you may designate.

You say in yours of October 17 that our assumption, that the New York Post-Office was satisfied that PRINTERS' INK should be admitted as second-class matter, is not sustained. We did not, of course, suppose that the action of the New York Postmaster was binding on the Department at Washington, but we do understand that the law required the Postmaster to refuse to admit the publication "if satisfied of non-admissibility."

The fact that he did issue the temporary permit would seem to show that he did think it admissible. Respectfully yours,

GEO. P. ROWELL & Co.

ONE DOLLAR, sent now, will advance any subscription to PRINTERS' INK from date of expiration to January 1st, 1894. After Dec. 31st the rate of subscription will be advanced to \$2 a year. Every one who wants the paper, every one who likes the paper, every one who sympathizes with the little paper in its unequal struggle for existence, can express good will and confidence by sending in a subscription now. Address (inclosing one dollar) PRINTERS' INK, New York.

Office of OHIO MODEL FARMER Co.,
SPRINGFIELD, Ohio, Oct. 22, 1892.

Publishers of PRINTERS' INK:

We enclose stamps, for which please send PRINTERS' INK of Sept. 7, 1892. It is missing from our file. We value PRINTERS' INK most highly, and have several good advertisers here who swear by it; one told us recently it is the first thing he reads when he opens his mail. We do not think PRINTERS' INK need change its present policy in the least to obtain admission to the mails as second-class matter. It is just what the business man wants, and cannot do without it. We are with you, and so also are all who know the facts. We also admire your tenacity.

Yours, etc., OHIO MODEL FARMER Co.,
W. H. JULIAN, Manager.

Tap! Tap! Tap! Once, twice, thrice, did the knocker resound,

At the golden gate up in the skies;

The wicket was opened, St. Peter looked out,

"Who's there and what's wanted?" he cries;

"Tis John Wanamaker," the applicant said,

"My wish is of course to get in;"

St. Peter made answer: "I'll look at the books,

Just to see that you're free from all sin."

A minute elapsed—it seemed like an age—ere the

gatekeeper re-appeared—

"It's no use," he said, with a shake of the head,

"Your record is hopelessly smeared."

On earth you were famed, wealth, position, had

gained,

But you censor'd the press in your hate—

Nay, shriek not, nor yell; at the Furnace Hotel

They will make you a second-class rate."

JOHN R. BARRETT.

ONE DOLLAR, sent now, will advance any subscription to PRINTERS' INK from date of expiration to January 1st, 1894. After Dec. 31st the rate of subscription will be advanced to \$2 a year. Every one who wants the paper, every one who likes the paper, every one who sympathizes with the little paper in its unequal struggle for existence, can express good will and confidence by sending in a subscription now. Address (inclosing one dollar) PRINTERS' INK, New York.

MR. WANAMAKER'S PET RENEWS HIS SUBSCRIPTION.

GEO. F. LASHIER, Steam Printer and Publisher of the United States Official Postal Guide, 1213-15 Filbert St., Philadelphia, October 20, 1892.

Editor of PRINTERS' INK:

Enclosed please find one dollar for renewal of subscription to PRINTERS' INK.

GEO. F. LASHIER.

PRINTERS' INK is waiting now to hear from Hazen, Fountain, Haines, Davis and the other muddlers; and has some hope of a cash remittance from Mr. Wanamaker himself. He reads the paper, we are informed. Why should he sponge on a neighbor for what he can well afford to buy for himself?

THE FLIMSY PLEA.

It is indeed deplorable that the Post-Office Department should have taken the action that it has in the case of PRINTERS' INK, that spicy journal for advertisers, published by George F. Rowell & Company, New York. PRINTERS' INK, as is probably generally known by this time, has been deprived of second-class privileges by the Department on the flimsy plea that it is not a legitimate publication. The Argonaut highly prizes the paper, and considers it one of its most interesting and instructive exchanges—and not one of its exchanges is not classed among the most prominent papers of the world, either.—Argonaut, Des Moines, Iowa, Oct. 22, 1892.

FOR FIVE YEARS.

BOSTON CLOTHING HOUSE,
F. P. REEVE, Prop'r,
GREAT FALLS, N. H., Oct. 22, 1892.

PUBL. PRINTERS' INK, New York City:

GENTLEMEN—Enclosed please find check for \$5 to pay for PRINTERS' INK 5 years from May, '92.

Don't let up on Wanamaker for a single week until justice is done PRINTERS' INK, but continue to show up his methods of conducting the public business for his own and his party's benefit.

Yours truly, F. P. REEVE.

A DRAWING CARD.

BINGHAMTON, N. Y., Oct. 24, 1892.

I find I cannot get along without PRINTERS' INK. Kindly renew my subscription for the dollar enclosed. That Post-Office controversy ought to be a drawing card, for everybody is interested. We not only want to see you get your just deserts but also that Wanamaker gets his, and that with interest. Very respectfully,

WILLARD N. CLUTE.

11 Jarvis Street, Binghamton, N. Y.

The First Thing

In a cook-book is usually a receipt for making yeast, and the rule invariably begins this way: "*First, take a cupful of good, fresh yeast, etc.*"

The more young housewives study this rule the less likely they are to make the yeast and the more they want to choke the author of the cook-book.

What Newspapers

To advertise in is the first thing an advertiser wants to know, for to them he looks for the return of the bread he is to cast upon the waters. Upon a careful and judicious selection of these everything depends.

Sometimes a very few newspapers will cover an immense field; many advertisers for that reason have tried this combination:

THE THREE TELEGRAMS,

ALBANY, ELMIRA, HARRISBURGH.

Combined Circulation, - - 315,000

THE SATURDAY GLOBE,

(UTICA,) - - - - 205,000

PENNSYLVANIA GRIT,

(WILLIAMSPORT,) - - - 71,000

TOTAL COMBINATION, - - - 591,000

It is the big home circulations that tell; they get in at the firesides, in the old oak easy chair, around the evening lamp, and glow with interest. Nearly **600,000** is the aggregate Known Circulation of these Five Great Home Weeklies; it is equivalent to 600,000 American homes.

The Next Thing

To consider is the character as well as the reliability of the circulation. Is the advertiser going to get what he pays for? Are the goods first-class and to be delivered full count? This is the basis of the bargain—"the whole business," as it were; circulation, known circulation and good circulation—this is the yeast which is to leaven the advertisers' loaf.

Without it his cake is worse than dough, and he will gather disappointment and hunger. With it comes the evidence of Journalistic Honor and the Secret of Success in Advertising.

In newspapers take no substitute claimed to be "just as good"—insist upon

Their Known Circulation.

A. FRANK RICHARDSON,

Special Agent,

Tribune Building, New York.

| Chamber of Commerce, Chicago.